

ESTTA Tracking number: **ESTTA711440**

Filing date: **11/30/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

|                                       |  |
|---------------------------------------|--|
| Name                                  | American Airlines, Inc.  |
| Granted to Date of previous extension | 11/29/2015   |
| Address                               | 4333 Amon Carter Boulevard<br>Fort Worth, TX 76155<br>UNITED STATES  |
| Attorney information                  | Genevieve E. Charlton<br>BRINKS GILSON & LIONE<br>P.O. Box 10395<br>Chicago, IL 60610<br>UNITED STATES<br>officeactions@brinksgilson.com, gcharlton@brinksgilson.com,<br>aavsec@brinksgilson.com, jmasters@brinksgilson.com Phone:312-321-4200 |

### Applicant Information

|                        |   |                        |            |
|------------------------|---|------------------------|------------|
| Application No         | 86526491  | Publication date       | 06/02/2015 |
| Opposition Filing Date | 11/30/2015  | Opposition Period Ends | 11/29/2015 |
| Applicant              | Phoenix Intangibles Holding Company<br>Two Greenville Crossing<br>Greenville, DE 19807<br>UNITED STATES |                        |            |

### Goods/Services Affected by Opposition

Class 035. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Administration of a discount program for enabling participants to obtain discounts on goods and services through use of a discount membership card; electronic commerce services, namely, providing information products via telecommunication networks for advertising and sales purposes; online advertising on computer communication networks; retail store services in the field of groceries, featuring a bonus incentive program for customers

### Grounds for Opposition

|                                      |                            |
|--------------------------------------|----------------------------|
| Priority and likelihood of confusion | Trademark Act section 2(d) |
|--------------------------------------|----------------------------|

### Marks Cited by Opposer as Basis for Opposition


|                       |            |                       |            |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 2187483    | Application Date      | 05/30/1997 |
| Registration Date     | 09/08/1998 | Foreign Priority Date | NONE       |


|                     |  |
|---------------------|--|
| Word Mark           | AADVANTAGE   |
| Design Mark         |  |
| Description of Mark | NONE   |
| Goods/Services      | Class 035. First use: First Use: 1981/04/20 First Use In Commerce: 1981/04/20 promoting the goods and services of others by means of an incentive awards programs, whereby purchase points are awarded for purchase made from vendor subscribers, which can then be redeemed for merchandise and travel<br>Class 039. First use: First Use: 1981/04/20 First Use In Commerce: 1981/04/20 providing air transportation services featuring a program of bonus flights for frequent travelers |

|                       |  |                       |            |
|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 3789843  | Application Date      | 09/11/2009 |
| Registration Date     | 05/18/2010   | Foreign Priority Date | NONE       |
| Word Mark             | AADVANTAGE PLATINUM  |                       |            |
| Design Mark           |    |                       |            |
| Description of Mark   | NONE   |                       |            |
| Goods/Services        | Class 039. First use: First Use: 1992/06/15 First Use In Commerce: 1992/06/15 Transportation of passengers by air, namely, providing a program of bonus flights for frequent travelers |                       |            |

|                       |  |                       |            |
|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 2247386  | Application Date      | 12/01/1997 |
| Registration Date     | 05/25/1999   | Foreign Priority Date | NONE       |
| Word Mark             | AADVANTAGE EXECUTIVE PLATINUM  |                       |            |
| Design Mark           |  |                       |            |
| Description of Mark   | NONE   |                       |            |
| Goods/Services        | Class 039. First use: First Use: 1998/01/21 First Use In Commerce: 1998/01/21 transportation of passengers by air, namely, providing a program of bonus flights for frequent travelers |                       |            |

|                      |                              |                       |            |
|----------------------|------------------------------|-----------------------|------------|
| U.S. Application No. | 85913443                     | Application Date      | 04/24/2013 |
| Registration Date    | NONE                         | Foreign Priority Date | NONE       |
| Word Mark            | AMERICAN AIRLINES AADVANTAGE |                       |            |

|                     |   |  |  |
|---------------------|---|--|--|
| Design Mark         |   |  |  |
| Description of Mark | <p>The mark consists of the words "AMERICAN AIRLINES" appearing over the word "AADVANTAGE", appearing in a blue color, with a stylized eagle appearing to the right of the wording. The eagle appears with one blue wing and one red wing separated by a white and gray eagle head.</p>   |  |  |
| Goods/Services      | <p>Class 035. First use: First Use: 0 First Use In Commerce: 0<br/> promoting the goods and services of others by means of discount program and an incentive awards program whereby purchase points are awarded for purchases made by vendor subscribers or travel made conducted by member subscribers which can then be redeemed for merchandise and travel; online retail stores services featuring gift cards and private club membership; Promoting the goods and services of others by means of providing an on-line shopping mall with links to the retail web sites of others in the field of books, computers, software, office supplies, consumer electronics, music, sporting and recreational equipment, gifts, travel items, apparel, jewelry, health and beauty, toys, travel, home and garden-related items, and general retail merchandise</p> <p>Class 039. First use: First Use: 0 First Use In Commerce: 0<br/> air transport of passengers, cargo, and freight; providing travel agency services, namely, providing travel reservations services for others, air transportation reservation services for others, vehicle reservation services for others, cruise reservation services for others and vacation travel reservation services for others by means of an incentive rewards program</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0<br/> providing online electronic publications, namely, an online magazine and an on-line newsletter</p> <p>Class 043. First use: First Use: 0 First Use In Commerce: 0<br/> providing food and beverage services for others and hotel accommodation services for others by means of an incentive rewards program, namely, providing hotel accommodation reservation services for others and providing restaurant reservation services for others</p> |  |  |

|                      |  |                       |            |
|----------------------|--|-----------------------|------------|
| U.S. Application No. | 86489030   | Application Date      | 12/23/2014 |
| Registration Date    | NONE   | Foreign Priority Date | NONE       |
| Word Mark            | AADVANTAGE   |                       |            |
| Design Mark          |  |                       |            |
| Description of Mark  | NONE   |                       |            |

|                |  |
|----------------|--|
| Goods/Services | <p>Class 035. First use: First Use: 1981/04/20 First Use In Commerce: 1981/04/20<br/>Sales promotion; promoting the goods and services of others by means of loyalty program, discount program, and an incentive awards program whereby purchase points are earned or awarded for purchases made from vendor subscribers or travel conducted by member subscribers which can then be redeemed for merchandise and travel; retail store services featuring gift cards and private club membership services; promoting the goods and services of others by means of providing an on-line shopping mall with links to the retail web sites of others in the field of books, computers, software, office supplies, consumer electronics, music, sporting and recreational equipment, gifts, travel items, apparel, jewelry, health and beauty, toys, travel, home and garden-related items, and general retail merchandise</p> <p>Class 039. First use: First Use: 1981/04/20 First Use In Commerce: 1981/04/20<br/>Air transport of passengers, cargo, and freight; providing travel agency services, namely, providing travel reservation services, namely, coordinating travel arrangements for individuals, providing air transportation reservation services, providing cruise reservation services, and providing vacation reservation services, namely, coordinating vacation travel arrangements for individuals, by means of an incentive rewards program</p> <p>Class 043. First use: First Use: 1981/00/00 First Use In Commerce: 1981/00/00<br/>Providing food and beverage services for others and hotel accommodation services for others by means of an incentive rewards program, namely, providing hotel accommodation reservation services for others and providing restaurant reservation services for others</p> |
|----------------|--|

|                                    |                          |                  |      |
|------------------------------------|--------------------------|------------------|------|
| U.S. Application/ Registration No. | NONE                     | Application Date | NONE |
| Registration Date                  | NONE                     |                  |      |
| Word Mark                          | see Notice of Opposition |                  |      |
| Goods/Services                     | see Notice of Opposition |                  |      |

|                     |          |
|---------------------|----------|
| Related Proceedings | 91224869 |
|---------------------|----------|

|             |  |
|-------------|--|
| Attachments | 77824680#TMSN.png( bytes )<br>85913443#TMSN.png( bytes )<br>86489030#TMSN.png( bytes )<br>GIANT EAGLE EADVANTAGE and Design - Notice of Opposition - 86526491 - FINAL.pdf(328818 bytes ) |
|-------------|--|

## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

|           |                         |
|-----------|-------------------------|
| Signature | /Genevieve E. Charlton/ |
| Name      | Genevieve E. Charlton   |
| Date      | 11/30/2015              |

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK TRIAL AND APPEAL BOARD**

|   |  |
|---|--|
| <b>American Airlines, Inc.,</b><br><br><b>Opposer,</b><br><br><b>v.</b><br><br><b>Phoenix Intangibles Holding Company,</b><br><br><b>Applicant.</b> | <b>Opposition No.:</b> _____<br><br><b>U.S. Serial No.: 86/526,491</b> |
|---|--|

**NOTICE OF OPPOSITION**

Opposer American Airlines, Inc. (“American” or “Opposer”), a corporation duly organized and existing under the laws of the State of Delaware, with its principal place of business in Fort Worth, TX, believes that it will be damaged by registration of the mark that is the subject of United States Trademark Application Serial No. 86/526,491 (the “Opposed Mark”), in the name of Phoenix Intangibles Holding Company (“Applicant”), and therefore hereby opposes such registration pursuant to 15 U.S.C. §1063. In support of its opposition, Opposer states as follows:

1. Applicant is the owner of U.S. Trademark Application Serial No. 86/526,491 for the mark GIANT EAGLE EADVANTAGE and Design, based on an intent-to-use and filed on February 6, 2015, covering the following recitation of services: “Administration of a discount program for enabling participants to obtain discounts on goods and services through use of a discount membership card; electronic commerce services, namely, providing information products via telecommunication networks for advertising and sales purposes; online advertising on computer communication networks; retail store services in the field of groceries, featuring a bonus incentive program for customers” in Class 35.

2. Opposer has been, and now is, extensively engaged in the business of marketing and selling various goods and services, including travel-related goods and services, incentive award programs, transportation services, and customer loyalty programs, in interstate commerce. In connection with such marketing and sales, Opposer extensively has used, and continues to use, the trademark and/or service mark AADVANTAGE, alone and in connection with other words and designs (the “AADVANTAGE Marks”).

3. Opposer’s use in interstate commerce of the AADVANTAGE Marks in connection with travel-related goods and services, incentive award programs, transportation services, and customer loyalty programs and related goods and services predates Applicant’s application date and first use of the Opposed Mark.

4. Opposer is the owner of, among others, the United States trademark applications and registrations for the AADVANTAGE Marks listed in the attached Exhibit A. All of these registrations are valid, subsisting and in full force and effect.

5. Opposer’s AADVANTAGE Marks are strong and distinctive. Opposer’s goods and services offered in association with the AADVANTAGE Marks have been, and continue to be, extensively marketed and sold in United States commerce. Further, Opposer has extensively promoted its goods and services in association with the AADVANTAGE Marks in the United States. By reason of such advertising, promotion, and sale of Opposer’s goods and services under the AADVANTAGE Marks, Opposer has developed substantial goodwill and strong common law rights in connection with the AADVANTAGE Marks.

6. Notwithstanding Opposer’s prior rights in and to the AADVANTAGE Marks, Applicant filed, on February 6, 2015, an application, based on an intent to use, to register the Opposed Mark.

7. The Opposed Mark is confusingly similar to Opposer's AADVANTAGE Marks, and the registration and use of the Opposed Mark by Applicant in association with the claimed services is likely to cause confusion as to the source or origin of Applicant's services, and is likely to mislead consumers, all to Opposer's damage.

8. The services of Opposer and those contained in the recitation of services in the application of the Opposed Mark are closely related and are offered to the same or overlapping classes of purchasers.

9. The Opposed Mark, as used in connection with the applied-for services, is likely to cause confusion in the minds of the public, and is likely to deceive purchasers. The public, upon seeing the Opposed Mark in connection with Applicant's services, would believe that such services originate with, or have some connection with, Opposer. Accordingly, registration of the Opposed Mark would seriously damage Opposer, and registration therefore should be refused pursuant to 15 U.S.C. §1052.

WHEREFORE, Opposer believes that it will be damaged by registration of the mark which is the subject of United States Trademark Application Serial No. 86/526,491 and therefore respectfully requests that such registration be refused on the grounds of likelihood of confusion.

The Director hereby is authorized to charge the filing fee for this Notice of Opposition to Deposit Account No. 23-1925.

Respectfully submitted,

AMERICAN AIRLINES, INC.

Dated: November 30, 2015

By: /Genevieve E. Charlton/  
Jeffery A. Handelman  
Andrew J. Avsec  
Genevieve E. Charlton  
BRINKS GILSON & LIONE  
P.O. Box 10395  
Chicago, IL 60610  
(312) 321-4200

Attorneys for Opposer


**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a copy of the foregoing NOTICE OF OPPOSITION was served on Applicant at the following address by U.S. mail, postage prepaid, on this 30<sup>th</sup> day of November, 2015.

David V. Radack, Esq.  
**ECKERT SEAMANS CHERIN & MELLOTT, LLC**  
600 Grant Street, 44<sup>th</sup> Floor  
Pittsburg, PA 15219

/Genevieve E. Charlton/

## EXHIBIT A

| Mark   | Registration No./Serial No. | Registration Date/Application Date | Goods/Services  |
|--|-----------------------------|------------------------------------|---|
| AADVANTAGE   | 2,187,483                   | 9/8/1998                           | <p>Class 35: promoting the goods and services of others by means of an incentive awards programs, whereby purchase points are awarded for purchase made from vendor subscribers, which can then be redeemed for merchandise and travel.</p> <p>Class 39: providing air transportation services featuring a program of bonus flights for frequent travelers.</p>   |
| AADVANTAGE PLATINUM  | 3,789,843                   | 05/18/2010                         | Class 39: Transportation of passengers by air, namely, providing a program of bonus flights for frequent travelers.   |
| AADVANTAGE EXECUTIVE PLATINUM  | 2,247,386                   | 5/25/1999                          | Class 39: transportation of passengers by air, namely, providing a program of bonus flights for frequent travelers  |
|  | 85913443                    | April 24, 2013                     | <p>Class 35: promoting the goods and services of others by means of discount program and an incentive awards program whereby purchase points are awarded for purchases made by vendor subscribers or travel made conducted by member subscribers which can then be redeemed for merchandise and travel; online retail stores services featuring gift cards and private club membership; Promoting the goods and services of others by means of providing an on-line shopping mall with links to the retail web sites of others in the field of books, computers, software, office supplies, consumer electronics, music, sporting and recreational equipment, gifts, travel items, apparel, jewelry, health and beauty, toys, travel, home and garden-related items, and general retail merchandise</p> <p>Class 39: air transport of passengers, cargo, and freight; providing travel agency services, namely, providing travel reservation services for others, air transportation reservation services for others, vehicle reservation services for others, cruise reservation services for others and vacation travel reservation services for others by means of an incentive rewards program</p> <p>Class 41: providing online electronic publications, namely, an online magazine and an online newsletter</p> <p>Class 43: providing food and beverage services for others and hotel accommodation services for others by means of an incentive rewards program, namely, providing hotel accommodation reservation services for others and providing restaurant reservation services for others</p> |

|            |          |                   |   |
|------------|----------|-------------------|---|
| AADVANTAGE | 86489030 | December 23, 2014 | <p>Class 35: Sales promotion; promoting the goods and services of others by means of loyalty program, discount program, and an incentive awards program whereby purchase points are earned or awarded for purchases made from vendor subscribers or travel conducted by member subscribers which can then be redeemed for merchandise and travel; retail store services featuring gift cards and private club membership services; promoting the goods and services of others by means of providing an on-line shopping mall with links to the retail web sites of others in the field of books, computers, software, office supplies, consumer electronics, music, sporting and recreational equipment, gifts, travel items, apparel, jewelry, health and beauty, toys, travel, home and garden-related items, and general retail merchandise.</p> <p>Class 39: Air transport of passengers, cargo, and freight; providing travel agency services, namely, providing travel reservation services, namely, coordinating travel arrangements for individuals, providing air transportation reservation services, providing cruise reservation services, and providing vacation reservation services, namely, coordinating vacation travel arrangements for individuals, by means of an incentive rewards program.</p> <p>Class 43: Providing food and beverage services for others and hotel accommodation services for others by means of an incentive rewards program, namely, providing hotel accommodation reservation services for others and providing restaurant reservation services for others.</p> |
|------------|----------|-------------------|---|

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**Mark:** AADVANTAGE

**US Serial Number:** 75300447  
**US Registration Number:** 2187483  
**Register:** Principal  
**Mark Type:** Service Mark  
**Status:** The registration has been renewed.  
**Status Date:** Aug. 30, 2008  
**Publication Date:** May 26, 1998

**Application Filing Date:** May 30, 1997  
**Registration Date:** Sep. 08, 1998

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## Mark Information

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**Mark Literal Elements:** AADVANTAGE  
**Standard Character Claim:** No  
**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** promoting the goods and services of others by means of an incentive awards programs, whereby purchase points are awarded for purchase made from vendor subscribers, which can then be redeemed for merchandise and travel

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Apr. 20, 1981

**Use in Commerce:** Apr. 20, 1981

**For:** providing air transportation services featuring a program of bonus flights for frequent travelers

**International Class(es):** 039 - Primary Class

**U.S Class(es):** 100, 105

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Apr. 20, 1981

**Use in Commerce:** Apr. 20, 1981

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## Basis Information (Case Level)

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|                           |                               |                        |
|---------------------------|-------------------------------|------------------------|
| <b>Filed Use:</b> Yes     | <b>Currently Use:</b> Yes     | <b>Amended Use:</b> No |
| <b>Filed ITU:</b> No      | <b>Currently ITU:</b> No      | <b>Amended ITU:</b> No |
| <b>Filed 44D:</b> No      | <b>Currently 44D:</b> No      | <b>Amended 44D:</b> No |
| <b>Filed 44E:</b> No      | <b>Currently 44E:</b> No      | <b>Amended 44E:</b> No |
| <b>Filed 66A:</b> No      | <b>Currently 66A:</b> No      |                        |
| <b>Filed No Basis:</b> No | <b>Currently No Basis:</b> No |                        |

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## Current Owner(s) Information

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**Owner Name:** American Airlines, Inc.  
**Owner Address:** P.O. Box 619616  
M.D. 5675  
DFW Airport, TEXAS UNITED STATES 75261

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Nicholas G. de la Torre **Docket Number:** 12901/99  
**Attorney Primary Email Address:** [officeactions@brinkshofer.com](mailto:officeactions@brinkshofer.com) **Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Nicholas G. de la Torre  
Brinks Hofer Gilson & Lione  
P.O. Box 10395  
Chicago, ILLINOIS UNITED STATES 60610  
**Correspondent e-mail:** [officeactions@brinkshofer.com](mailto:officeactions@brinkshofer.com) **Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Jan. 14, 2015 | ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY   |                   |
| Sep. 30, 2009 | ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY   |                   |
| Aug. 30, 2008 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)     | 70132             |
| Aug. 30, 2008 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED |                   |
| Aug. 28, 2008 | ASSIGNED TO PARALEGAL                               | 70132             |
| Aug. 25, 2008 | PAPER RECEIVED                                      |                   |
| Aug. 22, 2008 | TEAS SECTION 8 & 9 RECEIVED                         |                   |
| Aug. 20, 2008 | TEAS CHANGE OF CORRESPONDENCE RECEIVED              |                   |
| Aug. 07, 2007 | CASE FILE IN TICRS                                  |                   |
| Nov. 12, 2003 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.  |                   |
| Sep. 22, 2003 | REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED          |                   |
| Sep. 08, 1998 | REGISTERED-PRINCIPAL REGISTER                       |                   |
| May 26, 1998  | PUBLISHED FOR OPPOSITION                            |                   |
| Apr. 24, 1998 | NOTICE OF PUBLICATION                               |                   |
| Mar. 26, 1998 | APPROVED FOR PUB - PRINCIPAL REGISTER               |                   |
| Feb. 23, 1998 | CORRESPONDENCE RECEIVED IN LAW OFFICE               |                   |
| Jan. 08, 1998 | NON-FINAL ACTION MAILED                             |                   |
| Jan. 02, 1998 | ASSIGNED TO EXAMINER                                | 69811             |

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Sep. 08, 2008

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** POST REGISTRATION

**Date in Location:** Aug. 30, 2008

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 2

**Registrant:** American Airlines, Inc.

### Assignment 1 of 2

**Conveyance:** SECURITY AGREEMENT

Reel/Frame: [4064/0903](#)

Pages: 7

Date Recorded: Sep. 21, 2009

Supporting Documents: [assignment-tm-4064-0903.pdf](#)

**Assignor**

Name: [AMERICAN AIRLINES, INC.](#)  
Legal Entity Type: CORPORATION

Execution Date: Sep. 16, 2009  
State or Country Where Organized: DELAWARE

**Assignee**

Name: [CITIBANK \(SOUTH DAKOTA\), N.A.](#)  
Legal Entity Type: NATIONAL ASSOCIATION

State or Country Where Organized: UNITED STATES

Address: 701 EAST 60TH STREET NORTH  
SIOUX FALLS, SOUTH DAKOTA 57117

**Correspondent**

Correspondent Name: ELSPETH CALLAHAN  
Correspondent Address: 1100 G ST. NW  
SUITE 420  
WASHINGTON, DC 20005

Domestic Representative - Not Found

**Assignment 2 of 2**

Conveyance: RELEASE OF SECURITY INTEREST

Reel/Frame: [5435/0046](#)

Pages: 7

Date Recorded: Jan. 06, 2015

Supporting Documents: [assignment-tm-5435-0046.pdf](#)

**Assignor**

Name: [CITIBANK, N.A.](#)  
Legal Entity Type: NATIONAL ASSOCIATION

Execution Date: Jan. 02, 2015  
State or Country Where Organized: UNITED STATES

DBA, AKA, TA, Formerly: FORMERLY CITIBANK (SOUTH DAKOTA), N.A.

**Assignee**

Name: [AMERICAN AIRLINES, INC.](#)  
Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 4333 AMON CARTER BLVD.  
FORT WORTH, TEXAS 76155

**Correspondent**

Correspondent Name: RANDALL E. COLSON  
Correspondent Address: 2323 VICTORY AVENUE, SUITE 700  
DALLAS, TX 75219

Domestic Representative - Not Found

**Generated on:** This page was generated by TSDR on 2015-11-16 11:04:59 EST

**Mark:** AADVANTAGE PLATINUM

AADVANTAGE PLATINUM

**US Serial Number:** 77824680

**Application Filing Date:** Sep. 11, 2009

**US Registration Number:** 3789843

**Registration Date:** May 18, 2010

**Register:** Principal

**Mark Type:** Service Mark

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** May 18, 2010

**Publication Date:** Mar. 02, 2010

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## Mark Information

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**Mark Literal Elements:** AADVANTAGE PLATINUM

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 1228737, 1788496, 2247386 and others

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

**For:** Transportation of passengers by air, namely, providing a program of bonus flights for frequent travelers

**International Class(es):** 039 - Primary Class

**U.S Class(es):** 100, 105

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jun. 15, 1992

**Use in Commerce:** Jun. 15, 1992

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## Basis Information (Case Level)

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**Filed Use:** Yes

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

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## Current Owner(s) Information

---

**Owner Name:** American Airlines, Inc.

**Owner Address:** 4333 Amon Carter Boulevard  
Fort Worth, TEXAS UNITED STATES 75261

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

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## Attorney/Correspondence Information

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### Attorney of Record

**Attorney Name:** Andrew J. Avsec

**Docket Number:** 12901/

**Attorney Primary Email Address:** [officeactions@usebrinks.com](mailto:officeactions@usebrinks.com)

**Attorney Email Authorized:** No

**Correspondent**

**Correspondent Name/Address:** ANDREW J. AVSEC  
BRINKS HOFER GILSON & LIONE  
PO BOX 10395  
CHICAGO, ILLINOIS UNITED STATES 60610-0395

**Phone:** 312-321-4200

**Fax:** 312-321-4299

**Correspondent e-mail:** [officeactions@usebrinks.com](mailto:officeactions@usebrinks.com)

**Correspondent e-mail Authorized:** No

**Domestic Representative - Not Found****Prosecution History**

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Jan. 14, 2015 | ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY    |                   |
| May 18, 2010  | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Mar. 02, 2010 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Mar. 02, 2010 | PUBLISHED FOR OPPOSITION                             |                   |
| Jan. 27, 2010 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 74215             |
| Jan. 27, 2010 | ASSIGNED TO LIE                                      | 74215             |
| Jan. 04, 2010 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Jan. 04, 2010 | EXAMINER'S AMENDMENT ENTERED                         | 88888             |
| Jan. 04, 2010 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED         | 6328              |
| Jan. 04, 2010 | EXAMINERS AMENDMENT E-MAILED                         | 6328              |
| Jan. 04, 2010 | EXAMINERS AMENDMENT -WRITTEN                         | 83183             |
| Oct. 26, 2009 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325              |
| Oct. 26, 2009 | NON-FINAL ACTION E-MAILED                            | 6325              |
| Oct. 26, 2009 | NON-FINAL ACTION WRITTEN                             | 83183             |
| Oct. 21, 2009 | ASSIGNED TO EXAMINER                                 | 83183             |
| Sep. 30, 2009 | ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY    |                   |
| Sep. 16, 2009 | NOTICE OF PSEUDO MARK MAILED                         |                   |
| Sep. 15, 2009 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Sep. 15, 2009 | NEW APPLICATION ENTERED IN TRAM                      |                   |

**TM Staff and Location Information****TM Staff Information - None****File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** May 18, 2010

**Assignment Abstract Of Title Information****Summary**

**Total Assignments:** 2

**Registrant:** American Airlines, Inc.

**Assignment 1 of 2**

**Conveyance:** SECURITY AGREEMENT

**Reel/Frame:** [4064/0903](#)

**Pages:** 7

**Date Recorded:** Sep. 21, 2009

**Supporting Documents:** [assignment-tm-4064-0903.pdf](#)

**Assignor**

**Name:** [AMERICAN AIRLINES, INC.](#)

**Execution Date:** Sep. 16, 2009

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [CITIBANK \(SOUTH DAKOTA\), N.A.](#)

**Legal Entity Type:** NATIONAL ASSOCIATION

**State or Country Where Organized:** UNITED STATES

**Address:** 701 EAST 60TH STREET NORTH

SIoux FALLS, SOUTH DAKOTA 57117

**Correspondent**

**Correspondent Name:** ELSPETH CALLAHAN

**Correspondent Address:** 1100 G ST. NW  
SUITE 420  
WASHINGTON, DC 20005

**Domestic Representative - Not Found**

**Assignment 2 of 2**

**Conveyance:** RELEASE OF SECURITY INTEREST

**Reel/Frame:** [5435/0046](#)

**Pages:** 7

**Date Recorded:** Jan. 06, 2015

**Supporting Documents:** [assignment-tm-5435-0046.pdf](#)

**Assignor**

**Name:** [CITIBANK, N.A.](#)

**Execution Date:** Jan. 02, 2015

**Legal Entity Type:** NATIONAL ASSOCIATION

**State or Country Where  
Organized:** UNITED STATES

**DBA, AKA, TA, Formerly:** FORMERLY CITIBANK (SOUTH DAKOTA), N.A.

**Assignee**

**Name:** [AMERICAN AIRLINES, INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where  
Organized:** DELAWARE

**Address:** 4333 AMON CARTER BLVD.  
FORT WORTH, TEXAS 76155

**Correspondent**

**Correspondent Name:** RANDALL E. COLSON

**Correspondent Address:** 2323 VICTORY AVENUE, SUITE 700  
DALLAS, TX 75219

**Domestic Representative - Not Found**

**Proceedings**

**Summary**

**Number of Proceedings:** 6

**Type of Proceeding: Opposition**

**Proceeding Number:** [91224798](#)

**Filing Date:** Nov 11, 2015

**Status:** Pending

**Status Date:** Nov 11, 2015

**Interlocutory Attorney:** MIKE WEBSTER

**Defendant**

**Name:** TravNow LLC

**Correspondent Address:** W. SCOTT CREASMAN  
TAYLOR ENGLISH DUMA LLP  
1600 PARKWOOD CIR SE STE 400  
ATLANTA GA , 30339-2119

**Correspondent e-mail:** [trademarks@taylorenghish.com](mailto:trademarks@taylorenghish.com); [screasman@](mailto:screasman@)

**Associated marks**

| Mark                       | Application Status | Serial Number            | Registration Number |
|----------------------------|--------------------|--------------------------|---------------------|
| THE PLAYERS CLUB ADVANTAGE | Opposition Pending | <a href="#">86247255</a> |                     |

**Plaintiff(s)**

**Name:** American Airlines, Inc.

**Correspondent Address:** Genevieve E. Charlton  
BRINKS GILSON & LIONE  
P.O. Box 10395  
Chicago IL UNITED STATES , 60610

**Correspondent e-mail:** [officeactions@brinksgilson.com](mailto:officeactions@brinksgilson.com) , [gcharlton@brinksgilson.com](mailto:gcharlton@brinksgilson.com) , [sslavick@brinksgilson.com](mailto:sslavick@brinksgilson.com) , [jmasters@brinksgilson.com](mailto:jmasters@brinksgilson.com)

**Associated marks**

| Mark                          | Application Status | Serial Number            | Registration Number     |
|-------------------------------|--------------------|--------------------------|-------------------------|
| AADVANTAGE                    | Renewed            | <a href="#">75300447</a> | <a href="#">2187483</a> |
| AADVANTAGE PLATINUM           | Registered         | <a href="#">77824680</a> | <a href="#">3789843</a> |
| AADVANTAGE EXECUTIVE PLATINUM | Renewed            | <a href="#">75398056</a> | <a href="#">2247386</a> |

| Prosecution History |  |              |              |
|---------------------|--|--------------|--------------|
| Entry Number        | History Text                             | Date         | Due Date     |
| 1                   | FILED AND FEE                            | Nov 11, 2015 |              |
| 2                   | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | Nov 11, 2015 | Dec 21, 2015 |
| 3                   | PENDING, INSTITUTED                      | Nov 11, 2015 |              |

#### Type of Proceeding: Opposition

Proceeding Number: [91223257](#)

Filing Date: Aug 12, 2015

Status: Pending

Status Date: Aug 12, 2015

Interlocutory Attorney: ANDREW P BAXLEY

#### Defendant

Name: DG Real Estate Inc.

Correspondent Address: MARINA LONG  
SOCAL IP LAW GROUP LLP  
310 NORTH WESTLAKE BLVD, SUITE 120  
WESTLAKE VILLAGE CA UNITED STATES , 91362-3788

Correspondent e-mail: [mona.rose@dilbeck.com](mailto:mona.rose@dilbeck.com)

#### Associated marks

| Mark               | Application Status | Serial Number            | Registration Number |
|--------------------|--------------------|--------------------------|---------------------|
| PLATINUM ADVANTAGE | Opposition Pending | <a href="#">86452592</a> |                     |

#### Plaintiff(s)

Name: American Airlines, Inc.

Correspondent Address: GENEVIEVE E ADAMS  
BRINKS GILSON & LIONE  
PO BOX 10395  
CHICAGO IL UNITED STATES , 60610

Correspondent e-mail: [officeactions@brinksgilson.com](mailto:officeactions@brinksgilson.com) , [gadams@brinksgilson.com](mailto:gadams@brinksgilson.com)

#### Associated marks

| Mark                          | Application Status | Serial Number            | Registration Number     |
|-------------------------------|--------------------|--------------------------|-------------------------|
| AADVANTAGE PLATINUM           | Registered         | <a href="#">77824680</a> | <a href="#">3789843</a> |
| AADVANTAGE EXECUTIVE PLATINUM | Renewed            | <a href="#">75398056</a> | <a href="#">2247386</a> |
| AADVANTAGE GOLD               | Registered         | <a href="#">77824679</a> | <a href="#">3789842</a> |
| AADVANTAGE                    | Renewed            | <a href="#">75300447</a> | <a href="#">2187483</a> |

| Prosecution History |  |              |              |
|---------------------|--|--------------|--------------|
| Entry Number        | History Text                             | Date         | Due Date     |
| 1                   | FILED AND FEE                            | Aug 12, 2015 |              |
| 2                   | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | Aug 12, 2015 | Sep 21, 2015 |
| 3                   | PENDING, INSTITUTED                      | Aug 12, 2015 |              |
| 4                   | ANSWER                                   | Sep 21, 2015 |              |

#### Type of Proceeding: Opposition

Proceeding Number: [91204699](#)

Filing Date: Apr 11, 2012

Status: Terminated

Status Date: Feb 19, 2013

Interlocutory Attorney: JENNIFER KRISP

#### Defendant

Name: Altour International, Inc.

Correspondent Address: KATIE MILLER  
HALL RENDER KILLIAN HEATH & LYMAN  
1 AMERICAN SQUARE SUITE 2000  
INDIANAPOLIS IN UNITED STATES , 46282-0004

Correspondent e-mail: [kmiller@hallrender.com](mailto:kmiller@hallrender.com)

#### Associated marks

| Mark              | Application Status                      | Serial Number            | Registration Number |
|-------------------|---|--------------------------|---------------------|
| TO YOUR ADVANTAGE | Abandoned - After Inter-Partes Decision | <a href="#">85248365</a> |                     |

#### Plaintiff(s)

**Name:** American Airlines, Inc.

**Correspondent Address:** ANDREW J AVSEC  
BRINKS HOFER GILSON & LIONE  
PO BOX 10395  
CHICAGO IL UNITED STATES , 60610

**Correspondent e-mail:** [aavsec@brinkshofer.com](mailto:aavsec@brinkshofer.com)

**Associated marks**

| Mark                           | Application Status | Serial Number            | Registration Number     |
|--------------------------------|--------------------|--------------------------|-------------------------|
| AADVANTAGE                     | Renewed            | <a href="#">75300447</a> | <a href="#">2187483</a> |
| AADVANTAGE                     | Renewed            | <a href="#">73316780</a> | <a href="#">1228737</a> |
| AADVANTAGE                     | Renewed            | <a href="#">75011112</a> | <a href="#">2006172</a> |
| AADVANTAGE EXECUTIVE PLATINUM  | Renewed            | <a href="#">75398056</a> | <a href="#">2247386</a> |
| AADVANTAGE GOLD                | Renewed            | <a href="#">74736005</a> | <a href="#">2001368</a> |
| A ADVANTAGE EXECUTIVE PLATINUM | Renewed            | <a href="#">76033345</a> | <a href="#">2444458</a> |
| AADVANTAGE PLATINUM            | Renewed            | <a href="#">74267274</a> | <a href="#">1788496</a> |
| AADVANTAGE VACATION AWARDS     | Renewed            | <a href="#">75871563</a> | <a href="#">2419098</a> |
| AADVANTAGE ESHOPPING           | Registered         | <a href="#">77825501</a> | <a href="#">3830744</a> |
| AADVANTAGE GOLD                | Registered         | <a href="#">77824679</a> | <a href="#">3789842</a> |
| AADVANTAGE PLATINUM            | Registered         | <a href="#">77824680</a> | <a href="#">3789843</a> |

**Prosecution History**

| Entry Number | History Text                             | Date         | Due Date     |
|--------------|--|--------------|--------------|
| 1            | FILED AND FEE                            | Apr 11, 2012 |              |
| 2            | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | Apr 12, 2012 | May 22, 2012 |
| 3            | PENDING, INSTITUTED                      | Apr 12, 2012 |              |
| 4            | STIPULATION FOR AN EXTENSION OF TIME     | May 21, 2012 |              |
| 5            | EXTENSION OF TIME GRANTED                | May 21, 2012 |              |
| 6            | STIPULATION FOR AN EXTENSION OF TIME     | Jun 20, 2012 |              |
| 7            | EXTENSION OF TIME GRANTED                | Jun 20, 2012 |              |
| 8            | STIPULATION FOR AN EXTENSION OF TIME     | Jul 19, 2012 |              |
| 9            | EXTENSION OF TIME GRANTED                | Jul 19, 2012 |              |
| 10           | STIPULATION FOR AN EXTENSION OF TIME     | Aug 20, 2012 |              |
| 11           | EXTENSION OF TIME GRANTED                | Aug 20, 2012 |              |
| 12           | STIPULATION FOR AN EXTENSION OF TIME     | Sep 20, 2012 |              |
| 13           | EXTENSION OF TIME GRANTED                | Sep 24, 2012 |              |
| 14           | STIPULATION FOR AN EXTENSION OF TIME     | Oct 17, 2012 |              |
| 15           | EXTENSION OF TIME GRANTED                | Nov 07, 2012 |              |
| 16           | STIPULATION FOR AN EXTENSION OF TIME     | Nov 16, 2012 |              |
| 17           | EXTENSION OF TIME GRANTED                | Nov 23, 2012 |              |
| 18           | STIPULATION FOR AN EXTENSION OF TIME     | Jan 17, 2013 |              |
| 19           | EXTENSION OF TIME GRANTED                | Feb 01, 2013 |              |
| 20           | WITHDRAWAL OF APPLICATION                | Feb 01, 2013 |              |
| 21           | BD'S DECISION: DISMISSED W/O PREJUDICE   | Feb 19, 2013 |              |
| 22           | TERMINATED                               | Feb 19, 2013 |              |

**Type of Proceeding: Opposition**

**Proceeding Number:** [91204387](#)

**Filing Date:** Mar 21, 2012

**Status:** Terminated

**Status Date:** Jul 02, 2012

**Interlocutory Attorney:** ANDREW P BAXLEY

**Defendant**

**Name:** Advantis Hospitality Alliance

**Correspondent Address:** ADVANTIS HOSPITALITY ALLIANCE  
615 NORTH HIGHLAND AVENUE, SUITE 2A

Correspondent e-mail: [info@vistarez.com](mailto:info@vistarez.com)

| Associated marks        |   |                          |                     |
|-------------------------|---|--------------------------|---------------------|
| Mark                    | Application Status                      | Serial Number            | Registration Number |
| TRAVELER ADVANTAGE CLUB | Abandoned - After Inter-Partes Decision | <a href="#">85353100</a> |                     |
| Plaintiff(s)            |   |                          |                     |

Name: American Airlines, Inc.

Correspondent Address: ANDREW J AVSEC  
BRINKS HOFER GILSON & LIONE  
PO BOX 10395  
CHICAGO IL UNITED STATES , 60610

Correspondent e-mail: [officeactions@brinkshofer.com](mailto:officeactions@brinkshofer.com) , [aavsec@brinkshofer.com](mailto:aavsec@brinkshofer.com) , [rrios@brinkshofer.com](mailto:rrios@brinkshofer.com) , [nicholasd@brinkshofer.com](mailto:nicholasd@brinkshofer.com)

| Associated marks               |                    |                          |                         |
|--------------------------------|--------------------|--------------------------|-------------------------|
| Mark                           | Application Status | Serial Number            | Registration Number     |
| AADVANTAGE                     | Renewed            | <a href="#">75300447</a> | <a href="#">2187483</a> |
| AADVANTAGE                     | Renewed            | <a href="#">73316780</a> | <a href="#">1228737</a> |
| AADVANTAGE                     | Renewed            | <a href="#">75011112</a> | <a href="#">2006172</a> |
| AADVANTAGE EXECUTIVE PLATINUM  | Renewed            | <a href="#">75398056</a> | <a href="#">2247386</a> |
| AADVANTAGE GOLD                | Renewed            | <a href="#">74736005</a> | <a href="#">2001368</a> |
| A ADVANTAGE EXECUTIVE PLATINUM | Renewed            | <a href="#">76033345</a> | <a href="#">2444458</a> |
| AADVANTAGE PLATINUM            | Renewed            | <a href="#">74267274</a> | <a href="#">1788496</a> |
| AADVANTAGE VACATION AWARDS     | Renewed            | <a href="#">75871563</a> | <a href="#">2419098</a> |
| AADVANTAGE ESHOPPING           | Registered         | <a href="#">77825501</a> | <a href="#">3830744</a> |
| AADVANTAGE GOLD                | Registered         | <a href="#">77824679</a> | <a href="#">3789842</a> |
| AADVANTAGE PLATINUM            | Registered         | <a href="#">77824680</a> | <a href="#">3789843</a> |

| Prosecution History |  |              |              |
|---------------------|--|--------------|--------------|
| Entry Number        | History Text                             | Date         | Due Date     |
| 1                   | FILED AND FEE                            | Mar 21, 2012 |              |
| 2                   | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | Mar 21, 2012 | Apr 30, 2012 |
| 3                   | PENDING, INSTITUTED                      | Mar 21, 2012 |              |
| 4                   | NOTICE OF DEFAULT                        | May 15, 2012 |              |
| 5                   | BOARD'S DECISION: SUSTAINED              | Jul 02, 2012 |              |
| 6                   | TERMINATED                               | Jul 02, 2012 |              |

**Type of Proceeding: Opposition**Proceeding Number: [91203392](#)

Filing Date: Jan 17, 2012

Status: Terminated

Status Date: Feb 07, 2012

Interlocutory Attorney: ELIZABETH WINTER

| Defendant  |  |
|--|--|
| Name: Kenton County Airport Board DBA Cincinnati/Northern Kentucky International Airport   |  |
| Correspondent Address: LEV K MARTYNIUK<br>WOOD & LAMPING LLP<br>600 VINE ST STE 2500<br>CINCINNATI OH UNITED STATES , 45202-2491 |  |
| Correspondent e-mail: <a href="mailto:lev@woodlamping.com">lev@woodlamping.com</a>   |  |

| Associated marks   |   |                          |                     |
|--------------------|---|--------------------------|---------------------|
| Mark               | Application Status                      | Serial Number            | Registration Number |
| CVGFIRST ADVANTAGE | Abandoned - After Inter-Partes Decision | <a href="#">85253347</a> |                     |
| Plaintiff(s)       |   |                          |                     |

Name: American Airlines, Inc.

Correspondent Address: ANDREW J AVSEC  
BRINKS HOFER GILSON & LIONE  
PO BOX 10395  
CHICAGO IL UNITED STATES , 60610

Correspondent e-mail: [aavsec@brinkshofer.com](mailto:aavsec@brinkshofer.com) , [officeactions@brinkshofer.com](mailto:officeactions@brinkshofer.com)

| Associated marks               |                       |                          |                         |
|--------------------------------|-----------------------|--------------------------|-------------------------|
| Mark                           | Application Status    | Serial Number            | Registration Number     |
| AADVANTAGE                     | Renewed               | <a href="#">75300447</a> | <a href="#">2187483</a> |
| AADVANTAGE                     | Renewed               | <a href="#">73316780</a> | <a href="#">1228737</a> |
| AADVANTAGE                     | Renewed               | <a href="#">75011112</a> | <a href="#">2006172</a> |
| AADVANTAGE EXECUTIVE PLATINUM  | Renewed               | <a href="#">75398056</a> | <a href="#">2247386</a> |
| AADVANTAGE GOLD                | Renewed               | <a href="#">74736005</a> | <a href="#">2001368</a> |
| AADVANTAGE HOTEL               | Cancelled - Section 8 | <a href="#">78452596</a> | <a href="#">3499069</a> |
| A ADVANTAGE EXECUTIVE PLATINUM | Renewed               | <a href="#">76033345</a> | <a href="#">2444458</a> |
| AADVANTAGE PLATINUM            | Renewed               | <a href="#">74267274</a> | <a href="#">1788496</a> |
| AADVANTAGE VACATION AWARDS     | Renewed               | <a href="#">75871563</a> | <a href="#">2419098</a> |
| AADVANTAGE ESHOPPING           | Registered            | <a href="#">77825501</a> | <a href="#">3830744</a> |
| AADVANTAGE PLATINUM            | Registered            | <a href="#">77824680</a> | <a href="#">3789843</a> |
| AADVANTAGE GOLD                | Registered            | <a href="#">77824679</a> | <a href="#">3789842</a> |

| Prosecution History |  |              |              |
|---------------------|--|--------------|--------------|
| Entry Number        | History Text                             | Date         | Due Date     |
| 1                   | FILED AND FEE                            | Jan 17, 2012 |              |
| 2                   | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | Jan 17, 2012 | Feb 26, 2012 |
| 3                   | PENDING, INSTITUTED                      | Jan 17, 2012 |              |
| 4                   | TRIAL DATES SET                          | Jan 21, 2012 |              |
| 5                   | WITHDRAWAL OF APPLICATION                | Feb 01, 2012 |              |
| 6                   | BD'S DECISION: DISMISSED W/O PREJUDICE   | Feb 07, 2012 |              |
| 7                   | TERMINATED                               | Feb 07, 2012 |              |

**Type of Proceeding: Opposition**

Proceeding Number: [91197160](#)

Filing Date: Oct 28, 2010

Status: Terminated

Status Date: May 10, 2011

Interlocutory Attorney: ELIZABETH WINTER

**Defendant**

Name: Pioneer Financial Services, Inc.

Correspondent Address: MICHAEL A WILLIAMSON  
POL SINELLI SHUGHART PC  
700 WEST 47TH STREET, STE 1000  
KANSAS CITY MO UNITED STATES , 64112-1802

Correspondent e-mail: [uspt@polsinelli.com](mailto:uspt@polsinelli.com) , [mwilliamson@polsinelli.com](mailto:mwilliamson@polsinelli.com) , [lsvain@polsinelli.com](mailto:lsvain@polsinelli.com)

| Associated marks   |   |                          |                     |
|--------------------|---|--------------------------|---------------------|
| Mark               | Application Status                      | Serial Number            | Registration Number |
| MILITARY ADVANTAGE | Abandoned - After Inter-Partes Decision | <a href="#">85070465</a> |                     |

**Plaintiff(s)**

Name: American Airlines, Inc.

Correspondent Address: ANDREW J AVSEC  
BRINKS HOFER GILSON & LIONE  
PO BOX 10395  
CHICAGO IL UNITED STATES , 60610

Correspondent e-mail: [aavsec@brinkshofer.com](mailto:aavsec@brinkshofer.com)

| Associated marks              |                    |                          |                         |
|-------------------------------|--------------------|--------------------------|-------------------------|
| Mark                          | Application Status | Serial Number            | Registration Number     |
| AADVANTAGE                    | Renewed            | <a href="#">75300447</a> | <a href="#">2187483</a> |
| AADVANTAGE                    | Renewed            | <a href="#">73316780</a> | <a href="#">1228737</a> |
| AADVANTAGE                    | Renewed            | <a href="#">75011112</a> | <a href="#">2006172</a> |
| AADVANTAGE EXECUTIVE PLATINUM | Renewed            | <a href="#">75398056</a> | <a href="#">2247386</a> |

|                                |                       |                          |                         |
|--------------------------------|-----------------------|--------------------------|-------------------------|
| AADVANTAGE GOLD                | Renewed               | <a href="#">74736005</a> | <a href="#">2001368</a> |
| AADVANTAGE HOTEL               | Cancelled - Section 8 | <a href="#">78452596</a> | <a href="#">3499069</a> |
| A ADVANTAGE EXECUTIVE PLATINUM | Renewed               | <a href="#">76033345</a> | <a href="#">2444458</a> |
| AADVANTAGE PLATINUM            | Renewed               | <a href="#">74267274</a> | <a href="#">1788496</a> |
| AADVANTAGE VACATION AWARDS     | Renewed               | <a href="#">75871563</a> | <a href="#">2419098</a> |
| AADVANTAGE ESHOPPING           | Registered            | <a href="#">77825501</a> | <a href="#">3830744</a> |
| AADVANTAGE PLATINUM            | Registered            | <a href="#">77824680</a> | <a href="#">3789843</a> |
| AADVANTAGE GOLD                | Registered            | <a href="#">77824679</a> | <a href="#">3789842</a> |

| Prosecution History |  |              |              |
|---------------------|--|--------------|--------------|
| Entry Number        | History Text                             | Date         | Due Date     |
| 1                   | FILED AND FEE                            | Oct 28, 2010 |              |
| 2                   | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | Oct 28, 2010 | Dec 07, 2010 |
| 3                   | PENDING, INSTITUTED                      | Oct 28, 2010 |              |
| 4                   | STIPULATION FOR AN EXTENSION OF TIME     | Dec 06, 2010 |              |
| 5                   | EXTENSION OF TIME GRANTED                | Dec 06, 2010 |              |
| 6                   | STIPULATION FOR AN EXTENSION OF TIME     | Jan 04, 2011 |              |
| 7                   | EXTENSION OF TIME GRANTED                | Jan 04, 2011 |              |
| 8                   | STIPULATION FOR AN EXTENSION OF TIME     | Feb 03, 2011 |              |
| 9                   | EXTENSION OF TIME GRANTED                | Feb 03, 2011 |              |
| 10                  | STIPULATION FOR AN EXTENSION OF TIME     | Mar 01, 2011 |              |
| 11                  | EXTENSION OF TIME GRANTED                | Mar 01, 2011 |              |
| 12                  | STIPULATION FOR AN EXTENSION OF TIME     | Apr 04, 2011 |              |
| 13                  | EXTENSION OF TIME GRANTED                | Apr 04, 2011 |              |
| 14                  | WITHDRAWAL OF APPLICATION                | May 05, 2011 |              |
| 15                  | BOARD'S DECISION: SUSTAINED              | May 10, 2011 |              |
| 16                  | TERMINATED                               | May 10, 2011 |              |

**Generated on:** This page was generated by TSDR on 2015-11-16 11:02:02 EST

**Mark:** AADVANTAGE EXECUTIVE PLATINUM

**US Serial Number:** 75398056  
**US Registration Number:** 2247386  
**Register:** Principal  
**Mark Type:** Service Mark  
**Status:** The registration has been renewed.  
**Status Date:** Jun. 12, 2009  
**Publication Date:** Mar. 02, 1999

**Application Filing Date:** Dec. 01, 1997  
**Registration Date:** May 25, 1999

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## Mark Information

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**Mark Literal Elements:** AADVANTAGE EXECUTIVE PLATINUM  
**Standard Character Claim:** No  
**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)  
**Disclaimer:** "EXECUTIVE"

---

## Related Properties Information

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**Claimed Ownership of US Registrations:** 1788496, 2001368, 2185601

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** transportation of passengers by air, namely, providing a program of bonus flights for frequent travelers

**International Class(es):** 039 - Primary Class

**U.S Class(es):** 100, 105

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 21, 1998

**Use in Commerce:** Jan. 21, 1998

---

## Basis Information (Case Level)

---

|                           |                               |                        |
|---------------------------|-------------------------------|------------------------|
| <b>Filed Use:</b> No      | <b>Currently Use:</b> Yes     | <b>Amended Use:</b> No |
| <b>Filed ITU:</b> Yes     | <b>Currently ITU:</b> No      | <b>Amended ITU:</b> No |
| <b>Filed 44D:</b> No      | <b>Currently 44D:</b> No      | <b>Amended 44D:</b> No |
| <b>Filed 44E:</b> No      | <b>Currently 44E:</b> No      | <b>Amended 44E:</b> No |
| <b>Filed 66A:</b> No      | <b>Currently 66A:</b> No      |                        |
| <b>Filed No Basis:</b> No | <b>Currently No Basis:</b> No |                        |

---

## Current Owner(s) Information

---

**Owner Name:** American Airlines, Inc.  
**Owner Address:** 4333 Amon Carter Blvd.  
Fort Worth, TEXAS 76155  
UNITED STATES  
**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Nicholas G. de la Torre **Docket Number:** 12901/115  
**Attorney Primary Email Address:** [officeactions@brinkshofer.com](mailto:officeactions@brinkshofer.com) **Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Nicholas G. de la Torre  
Brinks Hofer Gilson & Lione  
P.O. Box 10395  
Chicago, ILLINOIS 60610  
UNITED STATES  
**Correspondent e-mail:** [officeactions@brinkshofer.com](mailto:officeactions@brinkshofer.com) **Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Jan. 14, 2015 | ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY   |                   |
| Sep. 30, 2009 | ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY   |                   |
| Jun. 12, 2009 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)     | 59807             |
| Jun. 12, 2009 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED |                   |
| May 29, 2009  | ASSIGNED TO PARALEGAL                               | 59807             |
| May 26, 2009  | TEAS SECTION 8 & 9 RECEIVED                         |                   |
| Jul. 10, 2007 | CASE FILE IN TICRS                                  |                   |
| Jul. 08, 2005 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.  |                   |
| May 25, 2005  | REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED          |                   |
| May 25, 2005  | TEAS SECTION 8 & 15 RECEIVED                        |                   |
| May 25, 1999  | REGISTERED-PRINCIPAL REGISTER                       |                   |
| Mar. 02, 1999 | PUBLISHED FOR OPPOSITION                            |                   |
| Jan. 29, 1999 | NOTICE OF PUBLICATION                               |                   |
| Nov. 18, 1998 | APPROVED FOR PUB - PRINCIPAL REGISTER               |                   |
| Oct. 13, 1998 | CORRESPONDENCE RECEIVED IN LAW OFFICE               |                   |
| Sep. 28, 1998 | NON-FINAL ACTION MAILED                             |                   |
| Sep. 25, 1998 | USE AMENDMENT ACCEPTED                              |                   |
| Sep. 15, 1998 | ASSIGNED TO EXAMINER                                | 72615             |
| Apr. 20, 1998 | CORRESPONDENCE RECEIVED IN LAW OFFICE               |                   |
| Aug. 07, 1998 | AMENDMENT TO USE PROCESSING COMPLETE                |                   |
| Apr. 20, 1998 | USE AMENDMENT FILED                                 |                   |

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** May 25, 2009

## TM Staff and Location Information

### TM Staff Information - None

### File Location

**Current Location:** POST REGISTRATION

**Date in Location:** Jun. 12, 2009

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 2

Registrant: American Airlines, Inc.

### Assignment 1 of 2

Conveyance: SECURITY AGREEMENT

Reel/Frame: [4064/0903](#)

Pages: 7

Date Recorded: Sep. 21, 2009

Supporting Documents: [assignment-tm-4064-0903.pdf](#)

#### Assignor

Name: [AMERICAN AIRLINES, INC.](#)

Execution Date: Sep. 16, 2009

Legal Entity Type: CORPORATION

State or Country Where  
Organized: DELAWARE

#### Assignee

Name: [CITIBANK \(SOUTH DAKOTA\), N.A.](#)

Legal Entity Type: NATIONAL ASSOCIATION

State or Country Where  
Organized: UNITED STATES

Address: 701 EAST 60TH STREET NORTH  
SIOUX FALLS, SOUTH DAKOTA 57117

#### Correspondent

Correspondent Name: ELSPETH CALLAHAN

Correspondent Address: 1100 G ST. NW  
SUITE 420  
WASHINGTON, DC 20005

#### Domestic Representative - Not Found

### Assignment 2 of 2

Conveyance: RELEASE OF SECURITY INTEREST

Reel/Frame: [5435/0046](#)

Pages: 7

Date Recorded: Jan. 06, 2015

Supporting Documents: [assignment-tm-5435-0046.pdf](#)

#### Assignor

Name: [CITIBANK, N.A.](#)

Execution Date: Jan. 02, 2015

Legal Entity Type: NATIONAL ASSOCIATION

State or Country Where  
Organized: UNITED STATES

DBA, AKA, TA, Formerly: FORMERLY CITIBANK (SOUTH DAKOTA), N.A.

#### Assignee

Name: [AMERICAN AIRLINES, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where  
Organized: DELAWARE

Address: 4333 AMON CARTER BLVD.  
FORT WORTH, TEXAS 76155

#### Correspondent

Correspondent Name: RANDALL E. COLSON

Correspondent Address: 2323 VICTORY AVENUE, SUITE 700  
DALLAS, TX 75219

#### Domestic Representative - Not Found

## Proceedings

#### Summary

Number of Proceedings: 13

#### Type of Proceeding: Opposition

Proceeding Number: [91224798](#)

Filing Date: Nov 11, 2015

Status: Pending

Status Date: Nov 11, 2015

Interlocutory Attorney: MIKE WEBSTER

#### Defendant

Name: TravNow LLC

Correspondent Address: W. SCOTT CREASMAN  
TAYLOR ENGLISH DUMA LLP  
1600 PARKWOOD CIR SE STE 400  
ATLANTA GA , 30339-2119

Correspondent e-mail: [trademarks@taylorenghish.com:screasman@](mailto:trademarks@taylorenghish.com:screasman@)

Associated marks

| Mark                       | Application Status | Serial Number            | Registration Number |
|----------------------------|--------------------|--------------------------|---------------------|
| THE PLAYERS CLUB ADVANTAGE | Opposition Pending | <a href="#">86247255</a> |                     |
| Plaintiff(s)               |                    |                          |                     |

**Name:** American Airlines, Inc.

**Correspondent Address:** Genevieve E. Charlton  
BRINKS GILSON & LIONE  
P.O. Box 10395  
Chicago IL , 60610  
UNITED STATES

**Correspondent e-mail:** [officeactions@brinksgilson.com](mailto:officeactions@brinksgilson.com) , [gcharlton@brinksgilson.com](mailto:gcharlton@brinksgilson.com) , [sslavick@brinksgilson.com](mailto:sslavick@brinksgilson.com) , [jmasters@brinksgilson.com](mailto:jmasters@brinksgilson.com)

#### Associated marks

| Mark                          | Application Status | Serial Number            | Registration Number     |
|-------------------------------|--------------------|--------------------------|-------------------------|
| AADVANTAGE                    | Renewed            | <a href="#">75300447</a> | <a href="#">2187483</a> |
| AADVANTAGE PLATINUM           | Registered         | <a href="#">77824680</a> | <a href="#">3789843</a> |
| AADVANTAGE EXECUTIVE PLATINUM | Renewed            | <a href="#">75398056</a> | <a href="#">2247386</a> |

#### Prosecution History

| Entry Number | History Text                             | Date         | Due Date     |
|--------------|--|--------------|--------------|
| 1            | FILED AND FEE                            | Nov 11, 2015 |              |
| 2            | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | Nov 11, 2015 | Dec 21, 2015 |
| 3            | PENDING, INSTITUTED                      | Nov 11, 2015 |              |

#### Type of Proceeding: Opposition

**Proceeding Number:** [91223257](#)

**Filing Date:** Aug 12, 2015

**Status:** Pending

**Status Date:** Aug 12, 2015

**Interlocutory Attorney:** ANDREW P BAXLEY

#### Defendant

**Name:** DG Real Estate Inc.

**Correspondent Address:** MARINA LONG  
SOCAL IP LAW GROUP LLP  
310 NORTH WESTLAKE BLVD, SUITE 120  
WESTLAKE VILLAGE CA , 91362-3788  
UNITED STATES

**Correspondent e-mail:** [mona.rose@dilbeck.com](mailto:mona.rose@dilbeck.com)

#### Associated marks

| Mark               | Application Status | Serial Number            | Registration Number |
|--------------------|--------------------|--------------------------|---------------------|
| PLATINUM ADVANTAGE | Opposition Pending | <a href="#">86452592</a> |                     |
| Plaintiff(s)       |                    |                          |                     |

**Name:** American Airlines, Inc.

**Correspondent Address:** GENEVIEVE E ADAMS  
BRINKS GILSON & LIONE  
PO BOX 10395  
CHICAGO IL , 60610  
UNITED STATES

**Correspondent e-mail:** [officeactions@brinksgilson.com](mailto:officeactions@brinksgilson.com) , [gadams@brinksgilson.com](mailto:gadams@brinksgilson.com)

#### Associated marks

| Mark                          | Application Status | Serial Number            | Registration Number     |
|-------------------------------|--------------------|--------------------------|-------------------------|
| AADVANTAGE PLATINUM           | Registered         | <a href="#">77824680</a> | <a href="#">3789843</a> |
| AADVANTAGE EXECUTIVE PLATINUM | Renewed            | <a href="#">75398056</a> | <a href="#">2247386</a> |
| AADVANTAGE GOLD               | Registered         | <a href="#">77824679</a> | <a href="#">3789842</a> |
| AADVANTAGE                    | Renewed            | <a href="#">75300447</a> | <a href="#">2187483</a> |

#### Prosecution History

| Entry Number | History Text                             | Date         | Due Date     |
|--------------|--|--------------|--------------|
| 1            | FILED AND FEE                            | Aug 12, 2015 |              |
| 2            | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | Aug 12, 2015 | Sep 21, 2015 |
| 3            | PENDING, INSTITUTED                      | Aug 12, 2015 |              |

**Type of Proceeding: Opposition****Proceeding Number:** [91204699](#)**Filing Date:** Apr 11, 2012**Status:** Terminated**Status Date:** Feb 19, 2013**Interlocutory Attorney:** JENNIFER KRISP**Defendant****Name:** Altour International, Inc.**Correspondent Address:** KATIE MILLER  
HALL RENDER KILLIAN HEATH & LYMAN  
1 AMERICAN SQUARE SUITE 2000  
INDIANAPOLIS IN , 46282-0004  
UNITED STATES**Correspondent e-mail:** [kmiller@hallrender.com](mailto:kmiller@hallrender.com)**Associated marks**

| Mark              | Application Status                      | Serial Number            | Registration Number |
|-------------------|---|--------------------------|---------------------|
| TO YOUR ADVANTAGE | Abandoned - After Inter-Partes Decision | <a href="#">85248365</a> |                     |

**Plaintiff(s)****Name:** American Airlines, Inc.**Correspondent Address:** ANDREW J AVSEC  
BRINKS HOFER GILSON & LIONE  
PO BOX 10395  
CHICAGO IL , 60610  
UNITED STATES**Correspondent e-mail:** [aavsec@brinkshofer.com](mailto:aavsec@brinkshofer.com)**Associated marks**

| Mark                           | Application Status | Serial Number            | Registration Number     |
|--------------------------------|--------------------|--------------------------|-------------------------|
| AADVANTAGE                     | Renewed            | <a href="#">75300447</a> | <a href="#">2187483</a> |
| AADVANTAGE                     | Renewed            | <a href="#">73316780</a> | <a href="#">1228737</a> |
| AADVANTAGE                     | Renewed            | <a href="#">75011112</a> | <a href="#">2006172</a> |
| AADVANTAGE EXECUTIVE PLATINUM  | Renewed            | <a href="#">75398056</a> | <a href="#">2247386</a> |
| AADVANTAGE GOLD                | Renewed            | <a href="#">74736005</a> | <a href="#">2001368</a> |
| A ADVANTAGE EXECUTIVE PLATINUM | Renewed            | <a href="#">76033345</a> | <a href="#">2444458</a> |
| AADVANTAGE PLATINUM            | Renewed            | <a href="#">74267274</a> | <a href="#">1788496</a> |
| AADVANTAGE VACATION AWARDS     | Renewed            | <a href="#">75871563</a> | <a href="#">2419098</a> |
| AADVANTAGE ESHOPPING           | Registered         | <a href="#">77825501</a> | <a href="#">3830744</a> |
| AADVANTAGE GOLD                | Registered         | <a href="#">77824679</a> | <a href="#">3789842</a> |
| AADVANTAGE PLATINUM            | Registered         | <a href="#">77824680</a> | <a href="#">3789843</a> |

**Prosecution History**

| Entry Number | History Text                             | Date         | Due Date     |
|--------------|--|--------------|--------------|
| 1            | FILED AND FEE                            | Apr 11, 2012 |              |
| 2            | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | Apr 12, 2012 | May 22, 2012 |
| 3            | PENDING, INSTITUTED                      | Apr 12, 2012 |              |
| 4            | STIPULATION FOR AN EXTENSION OF TIME     | May 21, 2012 |              |
| 5            | EXTENSION OF TIME GRANTED                | May 21, 2012 |              |
| 6            | STIPULATION FOR AN EXTENSION OF TIME     | Jun 20, 2012 |              |
| 7            | EXTENSION OF TIME GRANTED                | Jun 20, 2012 |              |
| 8            | STIPULATION FOR AN EXTENSION OF TIME     | Jul 19, 2012 |              |
| 9            | EXTENSION OF TIME GRANTED                | Jul 19, 2012 |              |
| 10           | STIPULATION FOR AN EXTENSION OF TIME     | Aug 20, 2012 |              |
| 11           | EXTENSION OF TIME GRANTED                | Aug 20, 2012 |              |
| 12           | STIPULATION FOR AN EXTENSION OF TIME     | Sep 20, 2012 |              |
| 13           | EXTENSION OF TIME GRANTED                | Sep 24, 2012 |              |

|    |  |              |
|----|--|--------------|
| 14 | STIPULATION FOR AN EXTENSION OF TIME   | Oct 17, 2012 |
| 15 | EXTENSION OF TIME GRANTED              | Nov 07, 2012 |
| 16 | STIPULATION FOR AN EXTENSION OF TIME   | Nov 16, 2012 |
| 17 | EXTENSION OF TIME GRANTED              | Nov 23, 2012 |
| 18 | STIPULATION FOR AN EXTENSION OF TIME   | Jan 17, 2013 |
| 19 | EXTENSION OF TIME GRANTED              | Feb 01, 2013 |
| 20 | WITHDRAWAL OF APPLICATION              | Feb 01, 2013 |
| 21 | BD'S DECISION: DISMISSED W/O PREJUDICE | Feb 19, 2013 |
| 22 | TERMINATED                             | Feb 19, 2013 |

#### Type of Proceeding: Opposition

Proceeding Number: [91204387](#)

Filing Date: Mar 21, 2012

Status: Terminated

Status Date: Jul 02, 2012

Interlocutory Attorney: ANDREW P BAXLEY

#### Defendant

Name: Advantis Hospitality Alliance

Correspondent Address: ADVANTIS HOSPITALITY ALLIANCE  
615 NORTH HIGHLAND AVENUE, SUITE 2A  
MURFREESBORO TN , 37130-2461  
UNITED STATES

Correspondent e-mail: [info@vistarez.com](mailto:info@vistarez.com)

#### Associated marks

| Mark                    | Application Status                      | Serial Number            | Registration Number |
|-------------------------|---|--------------------------|---------------------|
| TRAVELER ADVANTAGE CLUB | Abandoned - After Inter-Partes Decision | <a href="#">85353100</a> |                     |

#### Plaintiff(s)

Name: American Airlines, Inc.

Correspondent Address: ANDREW J AVSEC  
BRINKS HOFER GILSON & LIONE  
PO BOX 10395  
CHICAGO IL , 60610  
UNITED STATES

Correspondent e-mail: [officeactions@brinkshofer.com](mailto:officeactions@brinkshofer.com) , [aavsec@brinkshofer.com](mailto:aavsec@brinkshofer.com) , [rrios@brinkshofer.com](mailto:rrios@brinkshofer.com) , [nicholasd@brinkshofer.com](mailto:nicholasd@brinkshofer.com)

#### Associated marks

| Mark                           | Application Status | Serial Number            | Registration Number     |
|--------------------------------|--------------------|--------------------------|-------------------------|
| AADVANTAGE                     | Renewed            | <a href="#">75300447</a> | <a href="#">2187483</a> |
| AADVANTAGE                     | Renewed            | <a href="#">73316780</a> | <a href="#">1228737</a> |
| AADVANTAGE                     | Renewed            | <a href="#">75011112</a> | <a href="#">2006172</a> |
| AADVANTAGE EXECUTIVE PLATINUM  | Renewed            | <a href="#">75398056</a> | <a href="#">2247386</a> |
| AADVANTAGE GOLD                | Renewed            | <a href="#">74736005</a> | <a href="#">2001368</a> |
| A ADVANTAGE EXECUTIVE PLATINUM | Renewed            | <a href="#">76033345</a> | <a href="#">2444458</a> |
| AADVANTAGE PLATINUM            | Renewed            | <a href="#">74267274</a> | <a href="#">1788496</a> |
| AADVANTAGE VACATION AWARDS     | Renewed            | <a href="#">75871563</a> | <a href="#">2419098</a> |
| AADVANTAGE ESHOPPING           | Registered         | <a href="#">77825501</a> | <a href="#">3830744</a> |
| AADVANTAGE GOLD                | Registered         | <a href="#">77824679</a> | <a href="#">3789842</a> |
| AADVANTAGE PLATINUM            | Registered         | <a href="#">77824680</a> | <a href="#">3789843</a> |

#### Prosecution History

| Entry Number | History Text                             | Date         | Due Date     |
|--------------|--|--------------|--------------|
| 1            | FILED AND FEE                            | Mar 21, 2012 |              |
| 2            | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | Mar 21, 2012 | Apr 30, 2012 |
| 3            | PENDING, INSTITUTED                      | Mar 21, 2012 |              |
| 4            | NOTICE OF DEFAULT                        | May 15, 2012 |              |
| 5            | BOARD'S DECISION: SUSTAINED              | Jul 02, 2012 |              |
| 6            | TERMINATED                               | Jul 02, 2012 |              |

**Type of Proceeding: Opposition**Proceeding Number: [91203392](#)

Filing Date: Jan 17, 2012

Status: Terminated

Status Date: Feb 07, 2012

Interlocutory Attorney: ELIZABETH WINTER

**Defendant****Name:** Kenton County Airport Board DBA Cincinnati/Northern Kentucky International Airport**Correspondent Address:** LEV K MARTYNIUK  
WOOD & LAMPING LLP  
600 VINE ST STE 2500  
CINCINNATI OH , 45202-2491  
UNITED STATES**Correspondent e-mail:** [lev@woodlamping.com](mailto:lev@woodlamping.com)**Associated marks**

| Mark               | Application Status                      | Serial Number            | Registration Number |
|--------------------|---|--------------------------|---------------------|
| CVGFIRST ADVANTAGE | Abandoned - After Inter-Partes Decision | <a href="#">85253347</a> |                     |

**Plaintiff(s)****Name:** American Airlines, Inc.**Correspondent Address:** ANDREW J AVSEC  
BRINKS HOFER GILSON & LIONE  
PO BOX 10395  
CHICAGO IL , 60610  
UNITED STATES**Correspondent e-mail:** [aavsec@brinkshofer.com](mailto:aavsec@brinkshofer.com) , [officeactions@brinkshofer.com](mailto:officeactions@brinkshofer.com)**Associated marks**

| Mark                           | Application Status    | Serial Number            | Registration Number     |
|--------------------------------|-----------------------|--------------------------|-------------------------|
| AADVANTAGE                     | Renewed               | <a href="#">75300447</a> | <a href="#">2187483</a> |
| AADVANTAGE                     | Renewed               | <a href="#">73316780</a> | <a href="#">1228737</a> |
| AADVANTAGE                     | Renewed               | <a href="#">75011112</a> | <a href="#">2006172</a> |
| AADVANTAGE EXECUTIVE PLATINUM  | Renewed               | <a href="#">75398056</a> | <a href="#">2247386</a> |
| AADVANTAGE GOLD                | Renewed               | <a href="#">74736005</a> | <a href="#">2001368</a> |
| AADVANTAGE HOTEL               | Cancelled - Section 8 | <a href="#">78452596</a> | <a href="#">3499069</a> |
| A ADVANTAGE EXECUTIVE PLATINUM | Renewed               | <a href="#">76033345</a> | <a href="#">2444458</a> |
| AADVANTAGE PLATINUM            | Renewed               | <a href="#">74267274</a> | <a href="#">1788496</a> |
| AADVANTAGE VACATION AWARDS     | Renewed               | <a href="#">75871563</a> | <a href="#">2419098</a> |
| AADVANTAGE ESHOPPING           | Registered            | <a href="#">77825501</a> | <a href="#">3830744</a> |
| AADVANTAGE PLATINUM            | Registered            | <a href="#">77824680</a> | <a href="#">3789843</a> |
| AADVANTAGE GOLD                | Registered            | <a href="#">77824679</a> | <a href="#">3789842</a> |

**Prosecution History**

| Entry Number | History Text                             | Date         | Due Date     |
|--------------|--|--------------|--------------|
| 1            | FILED AND FEE                            | Jan 17, 2012 |              |
| 2            | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | Jan 17, 2012 | Feb 26, 2012 |
| 3            | PENDING, INSTITUTED                      | Jan 17, 2012 |              |
| 4            | TRIAL DATES SET                          | Jan 21, 2012 |              |
| 5            | WITHDRAWAL OF APPLICATION                | Feb 01, 2012 |              |
| 6            | BD'S DECISION: DISMISSED W/O PREJUDICE   | Feb 07, 2012 |              |
| 7            | TERMINATED                               | Feb 07, 2012 |              |

**Type of Proceeding: Opposition**Proceeding Number: [91197160](#)

Filing Date: Oct 28, 2010

Status: Terminated

Status Date: May 10, 2011

Interlocutory Attorney: ELIZABETH WINTER

**Defendant****Name:** Pioneer Financial Services, Inc.**Correspondent Address:** MICHAEL A WILLIAMSON

POLSINELLI SHUGHART PC  
700 WEST 47TH STREET, STE 1000  
KANSAS CITY MO , 64112-1802  
UNITED STATES

Correspondent e-mail: [uspt@polsinelli.com](mailto:uspt@polsinelli.com) , [mwilliamson@polsinelli.com](mailto:mwilliamson@polsinelli.com) , [lswain@polsinelli.com](mailto:lswain@polsinelli.com)

**Associated marks**

| Mark               | Application Status                      | Serial Number            | Registration Number |
|--------------------|---|--------------------------|---------------------|
| MILITARY ADVANTAGE | Abandoned - After Inter-Partes Decision | <a href="#">85070465</a> |                     |

**Plaintiff(s)**

**Name:** American Airlines, Inc.

**Correspondent Address:** ANDREW J AVSEC  
BRINKS HOFER GILSON & LIONE  
PO BOX 10395  
CHICAGO IL , 60610  
UNITED STATES

Correspondent e-mail: [aavsec@brinkshofer.com](mailto:aavsec@brinkshofer.com)

**Associated marks**

| Mark                           | Application Status    | Serial Number            | Registration Number     |
|--------------------------------|-----------------------|--------------------------|-------------------------|
| AADVANTAGE                     | Renewed               | <a href="#">75300447</a> | <a href="#">2187483</a> |
| AADVANTAGE                     | Renewed               | <a href="#">73316780</a> | <a href="#">1228737</a> |
| AADVANTAGE                     | Renewed               | <a href="#">75011112</a> | <a href="#">2006172</a> |
| AADVANTAGE EXECUTIVE PLATINUM  | Renewed               | <a href="#">75398056</a> | <a href="#">2247386</a> |
| AADVANTAGE GOLD                | Renewed               | <a href="#">74736005</a> | <a href="#">2001368</a> |
| AADVANTAGE HOTEL               | Cancelled - Section 8 | <a href="#">78452596</a> | <a href="#">3499069</a> |
| A ADVANTAGE EXECUTIVE PLATINUM | Renewed               | <a href="#">76033345</a> | <a href="#">2444458</a> |
| AADVANTAGE PLATINUM            | Renewed               | <a href="#">74267274</a> | <a href="#">1788496</a> |
| AADVANTAGE VACATION AWARDS     | Renewed               | <a href="#">75871563</a> | <a href="#">2419098</a> |
| AADVANTAGE ESHOPPING           | Registered            | <a href="#">77825501</a> | <a href="#">3830744</a> |
| AADVANTAGE PLATINUM            | Registered            | <a href="#">77824680</a> | <a href="#">3789843</a> |
| AADVANTAGE GOLD                | Registered            | <a href="#">77824679</a> | <a href="#">3789842</a> |

**Prosecution History**

| Entry Number | History Text                             | Date         | Due Date     |
|--------------|--|--------------|--------------|
| 1            | FILED AND FEE                            | Oct 28, 2010 |              |
| 2            | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | Oct 28, 2010 | Dec 07, 2010 |
| 3            | PENDING, INSTITUTED                      | Oct 28, 2010 |              |
| 4            | STIPULATION FOR AN EXTENSION OF TIME     | Dec 06, 2010 |              |
| 5            | EXTENSION OF TIME GRANTED                | Dec 06, 2010 |              |
| 6            | STIPULATION FOR AN EXTENSION OF TIME     | Jan 04, 2011 |              |
| 7            | EXTENSION OF TIME GRANTED                | Jan 04, 2011 |              |
| 8            | STIPULATION FOR AN EXTENSION OF TIME     | Feb 03, 2011 |              |
| 9            | EXTENSION OF TIME GRANTED                | Feb 03, 2011 |              |
| 10           | STIPULATION FOR AN EXTENSION OF TIME     | Mar 01, 2011 |              |
| 11           | EXTENSION OF TIME GRANTED                | Mar 01, 2011 |              |
| 12           | STIPULATION FOR AN EXTENSION OF TIME     | Apr 04, 2011 |              |
| 13           | EXTENSION OF TIME GRANTED                | Apr 04, 2011 |              |
| 14           | WITHDRAWAL OF APPLICATION                | May 05, 2011 |              |
| 15           | BOARD'S DECISION: SUSTAINED              | May 10, 2011 |              |
| 16           | TERMINATED                               | May 10, 2011 |              |

**Type of Proceeding: Opposition**

**Proceeding Number:** [91188811](#)

**Filing Date:** Feb 11, 2009

**Status:** Terminated

**Status Date:** Feb 01, 2012

**Interlocutory Attorney:** ELIZABETH WINTER

**Defendant****Name:** Applied Card Systems, Inc.**Correspondent Address:** ROBERT A MCKINLEY  
KLEHR HARRISON HARVEY BRANZBURG LLP  
1835 MARKET STREET, SUITE 1400  
PHILADELPHIA PA , 19103  
UNITED STATES**Correspondent e-mail:** [rmckinley@klehr.com](mailto:rmckinley@klehr.com)**Associated marks**

| Mark              | Application Status | Serial Number            | Registration Number     |
|-------------------|--------------------|--------------------------|-------------------------|
| APPLIED ADVANTAGE | Registered         | <a href="#">76675725</a> | <a href="#">4107122</a> |

**Plaintiff(s)****Name:** American Airlines, Inc.**Correspondent Address:** NICHOLAS G DE LA TORRE  
BRINKS HOFER GILSON LIONE  
P O BOX 10395  
CHICAGO IL , 60610  
UNITED STATES**Correspondent e-mail:** [officeactions@brinkshofer.com](mailto:officeactions@brinkshofer.com) , [aavsec@brinkshofer.com](mailto:aavsec@brinkshofer.com) , [rrios@brinkshofer.com](mailto:rrios@brinkshofer.com) , [nicholasd@brinkshofer.com](mailto:nicholasd@brinkshofer.com)**Associated marks**

| Mark                           | Application Status | Serial Number            | Registration Number     |
|--------------------------------|--------------------|--------------------------|-------------------------|
| AADVANTAGE                     | Renewed            | <a href="#">75300447</a> | <a href="#">2187483</a> |
| AADVANTAGE                     | Renewed            | <a href="#">73316780</a> | <a href="#">1228737</a> |
| AADVANTAGE                     | Renewed            | <a href="#">75011112</a> | <a href="#">2006172</a> |
| AADVANTAGE EXECUTIVE PLATINUM  | Renewed            | <a href="#">75398056</a> | <a href="#">2247386</a> |
| A ADVANTAGE EXECUTIVE PLATINUM | Renewed            | <a href="#">76033345</a> | <a href="#">2444458</a> |
| AADVANTAGE GOLD                | Renewed            | <a href="#">74736005</a> | <a href="#">2001368</a> |
| AADVANTAGE PLATINUM            | Renewed            | <a href="#">74267274</a> | <a href="#">1788496</a> |

**Prosecution History**

| Entry Number | History Text  | Date         | Due Date     |
|--------------|---|--------------|--------------|
| 1            | FILED AND FEE   | Feb 11, 2009 |              |
| 2            | NOTICE AND TRIAL DATES SENT; ANSWER DUE:                        | Feb 11, 2009 | Mar 23, 2009 |
| 3            | PENDING, INSTITUTED   | Feb 11, 2009 |              |
| 4            | ANSWER  | Mar 23, 2009 |              |
| 5            | STIPULATION FOR AN EXTENSION OF TIME                            | Oct 13, 2009 |              |
| 6            | EXTENSION OF TIME GRANTED                                       | Oct 13, 2009 |              |
| 7            | STIPULATION FOR AN EXTENSION OF TIME                            | Dec 16, 2009 |              |
| 8            | EXTENSION OF TIME GRANTED                                       | Dec 16, 2009 |              |
| 9            | P'S MOTION FOR AN EXTENSION OF TIME                             | Feb 16, 2010 |              |
| 10           | CHANGE OF CORRESPONDENCE ADDRESS                                | Feb 18, 2010 |              |
| 11           | D'S MOTION FOR SUMMARY JUDGMENT                                 | Mar 01, 2010 |              |
| 12           | D'S Resp2 MTE   | Mar 08, 2010 |              |
| 13           | DF'S EXHIBITS FOR MOTION FOR SUMMARY JUDGMENT                   | Mar 04, 2010 |              |
| 14           | P's 56(f) Motion  | Apr 05, 2010 |              |
| 15           | D'S OPPOSITION/RESPONSE TO MOTION                               | Apr 23, 2010 |              |
| 16           | SUSPENDED PENDING DISP OF OUTSTNDNG MOT                         | Apr 27, 2010 |              |
| 17           | P'S REPLY IN SUPPORT OF MOTION                                  | May 13, 2010 |              |
| 18           | PL'S REQUEST FOR RECONSIDERATION                                | May 27, 2010 |              |
| 19           | D'S OPPOSITION/RESPONSE TO MOTION                               | Jun 16, 2010 |              |
| 20           | P'S MTN FOR 56F DISCOVERY GRANTED; PROCEEDING REMAINS SUSPENDED | Dec 31, 2010 |              |
| 21           | Confidential Plaintiff's Opposition/Response to Motion          | Mar 10, 2011 |              |
|              | Confidential Plaintiff's Supporting Evidents/Exhibits           |              |              |

|    |   |              |              |
|----|---|--------------|--------------|
| 22 | Confidential Plaintiff's Supporting Evidents/Exhibits | Mar 10, 2011 |              |
| 23 | P'S OPPOSITION/RESPONSE TO MOTION                     | Mar 10, 2011 |              |
| 24 | P'S OPPOSITION/RESPONSE TO MOTION                     | Mar 10, 2011 |              |
| 25 | P'S OPPOSITION/RESPONSE TO MOTION                     | Mar 10, 2011 |              |
| 26 | P'S OPPOSITION/RESPONSE TO MOTION                     | Mar 10, 2011 |              |
| 27 | P'S OPPOSITION/RESPONSE TO MOTION                     | Mar 10, 2011 |              |
| 28 | P'S OPPOSITION/RESPONSE TO MOTION                     | Mar 10, 2011 |              |
| 29 | D'S REPLY IN SUPPORT OF MOTION                        | Mar 30, 2011 |              |
| 30 | DEF'S MOTION FOR SUMMARY JUDGMENT DENIED              | Aug 16, 2011 |              |
| 31 | STIPULATION FOR AN EXTENSION OF TIME                  | Nov 09, 2011 |              |
| 32 | EXTENSION OF TIME GRANTED                             | Nov 09, 2011 |              |
| 33 | PROPOSED AMENDMENT TO APPLICATION                     | Nov 15, 2011 |              |
| 34 | STIPULATION FOR AN EXTENSION OF TIME                  | Dec 13, 2011 |              |
| 35 | EXTENSION OF TIME GRANTED                             | Dec 13, 2011 |              |
| 36 | D'S CERTIFICATE OF SERVICE FOR #33                    | Dec 19, 2011 |              |
| 37 | STIPULATION FOR AN EXTENSION OF TIME                  | Jan 12, 2012 |              |
| 38 | EXTENSION OF TIME GRANTED                             | Jan 12, 2012 |              |
| 39 | RESPONSE DUE 30 DAYS (DUE DATE)                       | Jan 14, 2012 | Feb 13, 2012 |
| 40 | WITHDRAWAL OF OPPOSITION                              | Jan 20, 2012 |              |
| 41 | BD'S DECISION: DISMISSED W/ PREJUDICE                 | Feb 01, 2012 |              |
| 42 | TERMINATED  | Feb 01, 2012 |              |

#### Type of Proceeding: Opposition

**Proceeding Number:** [91188607](#)

**Filing Date:** Jan 28, 2009

**Status:** Terminated

**Status Date:** Apr 07, 2009

**Interlocutory Attorney:** ROBERT COGGINS

#### Defendant

**Name:** Consumer Benefit Services, Inc.

**Correspondent Address:** MARK J. BAIOCCHI  
LAW OFFICES OF MARK J. BAIOCCHI  
1755 S. Naperville Rd Ste 100  
Wheaton IL , 60189  
UNITED STATES

**Correspondent e-mail:** [mbaiocchi@baiocounsel.com](mailto:mbaiocchi@baiocounsel.com)

#### Associated marks

| Mark                     | Application Status | Serial Number            | Registration Number     |
|--------------------------|--------------------|--------------------------|-------------------------|
| UNITED BENEFIT ADVANTAGE | Registered         | <a href="#">77460629</a> | <a href="#">3618484</a> |
| UNITED BENEFIT ADVANTAGE | Registered         | <a href="#">77466488</a> | <a href="#">3618499</a> |

#### Plaintiff(s)

**Name:** American Airlines, Inc.

**Correspondent Address:** Nicholas G. de la Torre  
Brinks Hofer Gilson & Lione  
P.O. Box 10395  
Chicago IL , 60610  
UNITED STATES

**Correspondent e-mail:** [Nicholasd@brinkshofer.com](mailto:Nicholasd@brinkshofer.com)

#### Associated marks

| Mark                          | Application Status    | Serial Number            | Registration Number     |
|-------------------------------|-----------------------|--------------------------|-------------------------|
| AADVANTAGE                    | Renewed               | <a href="#">75300447</a> | <a href="#">2187483</a> |
| AADVANTAGE                    | Renewed               | <a href="#">73316780</a> | <a href="#">1228737</a> |
| AADVANTAGE                    | Renewed               | <a href="#">75011112</a> | <a href="#">2006172</a> |
| AADVANTAGE HOTEL              | Cancelled - Section 8 | <a href="#">78452596</a> | <a href="#">3499069</a> |
| AADVANTAGE DIAL-IN            | Renewed               | <a href="#">74403529</a> | <a href="#">1832881</a> |
| AADVANTAGE EXECUTIVE PLATINUM | Renewed               | <a href="#">75398056</a> | <a href="#">2247386</a> |

|                                |                       |                          |                         |
|--------------------------------|-----------------------|--------------------------|-------------------------|
| A ADVANTAGE EXECUTIVE PLATINUM | Renewed               | <a href="#">76033345</a> | <a href="#">2444458</a> |
| AADVANTAGE GOLD                | Renewed               | <a href="#">74736005</a> | <a href="#">2001368</a> |
| AADVANTAGE PLATINUM            | Renewed               | <a href="#">74267274</a> | <a href="#">1788496</a> |
| AADVANTAGE VACATION AWARDS     | Renewed               | <a href="#">75871563</a> | <a href="#">2419098</a> |
| A ADVANTAGE VACATION AWARDS    | Cancelled - Section 8 | <a href="#">75871769</a> | <a href="#">2413986</a> |

| Prosecution History |  |              |              |
|---------------------|--|--------------|--------------|
| Entry Number        | History Text                                   | Date         | Due Date     |
| 1                   | FILED AND FEE                                  | Jan 28, 2009 |              |
| 2                   | NOTICE AND TRIAL DATES SENT; ANSWER DUE:       | Jan 28, 2009 | Mar 09, 2009 |
| 3                   | PENDING, INSTITUTED                            | Jan 28, 2009 |              |
| 4                   | STIPULATION FOR AN EXTENSION OF TIME           | Mar 06, 2009 |              |
| 5                   | EXTENSION OF TIME GRANTED                      | Mar 06, 2009 |              |
| 6                   | CHANGE OF CORRESPONDENCE ADDRESS               | Mar 06, 2009 |              |
| 7                   | STIP REQ TO AMEND APPLICATION AND WITHDRAW OPP | Mar 12, 2009 |              |
| 8                   | BD'S DECISION: DISMISSED W/O PREJUDICE         | Apr 07, 2009 |              |
| 9                   | TERMINATED                                     | Apr 07, 2009 |              |

#### Type of Proceeding: Opposition

Proceeding Number: [91188056](#)

Filing Date: Dec 17, 2008

Status: Terminated

Status Date: Apr 02, 2009

Interlocutory Attorney: ELIZABETH WINTER

#### Defendant

Name: Holiday Systems International of Nevada

Correspondent Address: MARK BORGHESE  
WEIDE & MILLER, LTD.  
7251 W LAKE MEAD BLVD STE 530  
LAS VEGAS NV , 89128-8373  
UNITED STATES

Correspondent e-mail: [mborghese@weidemiller.com](mailto:mborghese@weidemiller.com)

| Associated marks         |  |                          |                         |
|--------------------------|--|--------------------------|-------------------------|
| Mark                     | Application Status                           | Serial Number            | Registration Number     |
| OWNER ADVANTAGE SERVICES | Section 8 and 15 - Accepted and Acknowledged | <a href="#">77493091</a> | <a href="#">3618566</a> |
| OWNER ADVANTAGE SERVICES | Abandoned - After Inter-Partes Decision      | <a href="#">77493108</a> |                         |

#### Plaintiff(s)

Name: American Airlines, Inc.

Correspondent Address: Nicholas G. de la Torre  
Brinks Hofer Gilson & Lione  
P. O. Box 10395  
Chicago IL , 60610  
UNITED STATES

Correspondent e-mail: [mborghese@weidemiller.com](mailto:mborghese@weidemiller.com)

| Associated marks               |                    |                          |                         |
|--------------------------------|--------------------|--------------------------|-------------------------|
| Mark                           | Application Status | Serial Number            | Registration Number     |
| AADVANTAGE                     | Renewed            | <a href="#">75300447</a> | <a href="#">2187483</a> |
| AADVANTAGE                     | Renewed            | <a href="#">73316780</a> | <a href="#">1228737</a> |
| AADVANTAGE                     | Renewed            | <a href="#">75011112</a> | <a href="#">2006172</a> |
| AADVANTAGE DIAL-IN             | Renewed            | <a href="#">74403529</a> | <a href="#">1832881</a> |
| AADVANTAGE EXECUTIVE PLATINUM  | Renewed            | <a href="#">75398056</a> | <a href="#">2247386</a> |
| A ADVANTAGE EXECUTIVE PLATINUM | Renewed            | <a href="#">76033345</a> | <a href="#">2444458</a> |
| AADVANTAGE GOLD                | Renewed            | <a href="#">74736005</a> | <a href="#">2001368</a> |
| AADVANTAGE PLATINUM            | Renewed            | <a href="#">74267274</a> | <a href="#">1788496</a> |
| AADVANTAGE VACATION AWARDS     | Renewed            | <a href="#">75871563</a> | <a href="#">2419098</a> |

A ADVANTAGE VACATION AWARDS

Cancelled - Section 8

[75871769](#) [2413986](#)

AADVANTAGE HOTEL

Cancelled - Section 8

[78452596](#) [3499069](#)

| Prosecution History |  |              |              |
|---------------------|--|--------------|--------------|
| Entry Number        | History Text                             | Date         | Due Date     |
| 1                   | FILED AND FEE                            | Dec 17, 2008 |              |
| 2                   | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | Dec 17, 2008 | Jan 26, 2009 |
| 3                   | PENDING, INSTITUTED                      | Dec 17, 2008 |              |
| 4                   | STIPULATION FOR AN EXTENSION OF TIME     | Jan 21, 2009 |              |
| 5                   | EXTENSION OF TIME GRANTED                | Jan 21, 2009 |              |
| 6                   | STIPULATION FOR AN EXTENSION OF TIME     | Feb 24, 2009 |              |
| 7                   | EXTENSION OF TIME GRANTED                | Feb 24, 2009 |              |
| 8                   | AMDT; DISMISSAL IN PART                  | Mar 26, 2009 |              |
| 9                   | BD'S DECISION: DISMISSED W/O PREJUDICE   | Apr 02, 2009 |              |
| 10                  | TERMINATED                               | Apr 02, 2009 |              |
| 11                  | NOTICE OF DEFAULT                        | May 18, 2009 |              |
| 12                  | BOARD'S DECISION: SUSTAINED              | Jul 02, 2009 |              |

**Type of Proceeding: Opposition**Proceeding Number: [91187983](#)

Filing Date: Dec 11, 2008

Status: Terminated

Status Date: Dec 01, 2010

Interlocutory Attorney: ANDREW P BAXLEY

**Defendant**

Name: Youbet.com, Inc.

Correspondent Address: MELINDA B BUURMA  
HOWARD & HOWARD ATTORNEYS PLLC  
450 WEST FOURTH STREET  
ROYAL OAK MI , 48067  
UNITED STATES

Correspondent e-mail: [IPDocket@h2law.com](mailto:IPDocket@h2law.com) , [mbuurma@howardandhoward.com](mailto:mbuurma@howardandhoward.com)**Associated marks**

| Mark            | Application Status | Serial Number            | Registration Number     |
|-----------------|--------------------|--------------------------|-------------------------|
| YOBET ADVANTAGE | Registered         | <a href="#">78897492</a> | <a href="#">3899260</a> |

**Plaintiff(s)**

Name: American Airlines, Inc.

Correspondent Address: NICHOLAS G DE LA TORRE  
BRINKS HOFER GILSON & LIONE  
PO BOX 10395  
CHICAGO IL , 60610  
UNITED STATES

Correspondent e-mail: [Nicholasd@brinkshofer.com](mailto:Nicholasd@brinkshofer.com)**Associated marks**

| Mark                           | Application Status    | Serial Number            | Registration Number     |
|--------------------------------|-----------------------|--------------------------|-------------------------|
| AADVANTAGE                     | Renewed               | <a href="#">75300447</a> | <a href="#">2187483</a> |
| AADVANTAGE                     | Renewed               | <a href="#">73316780</a> | <a href="#">1228737</a> |
| AADVANTAGE                     | Renewed               | <a href="#">75011112</a> | <a href="#">2006172</a> |
| AADVANTAGE DIAL-IN             | Renewed               | <a href="#">74403529</a> | <a href="#">1832881</a> |
| AADVANTAGE EXECUTIVE PLATINUM  | Renewed               | <a href="#">75398056</a> | <a href="#">2247386</a> |
| A ADVANTAGE EXECUTIVE PLATINUM | Renewed               | <a href="#">76033345</a> | <a href="#">2444458</a> |
| AADVANTAGE GOLD                | Renewed               | <a href="#">74736005</a> | <a href="#">2001368</a> |
| AADVANTAGE PLATINUM            | Renewed               | <a href="#">74267274</a> | <a href="#">1788496</a> |
| AADVANTAGE VACATION AWARDS     | Renewed               | <a href="#">75871563</a> | <a href="#">2419098</a> |
| A ADVANTAGE VACATION AWARDS    | Cancelled - Section 8 | <a href="#">75871769</a> | <a href="#">2413986</a> |

**Prosecution History**

| Entry |  |  |  |
|-------|--|--|--|
|-------|--|--|--|

| Number | History Text                             | Date         | Due Date     |
|--------|--|--------------|--------------|
| 1      | FILED AND FEE                            | Dec 11, 2008 |              |
| 2      | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | Dec 11, 2008 | Jan 20, 2009 |
| 3      | PENDING, INSTITUTED                      | Dec 11, 2008 |              |
| 4      | STIPULATION FOR AN EXTENSION OF TIME     | Jan 20, 2009 |              |
| 5      | EXTENSION OF TIME GRANTED                | Jan 20, 2009 |              |
| 6      | STIPULATION FOR AN EXTENSION OF TIME     | Feb 19, 2009 |              |
| 7      | EXTENSION OF TIME GRANTED                | Feb 19, 2009 |              |
| 8      | STIPULATION FOR AN EXTENSION OF TIME     | Apr 20, 2009 |              |
| 9      | EXTENSION OF TIME GRANTED                | Apr 20, 2009 |              |
| 10     | STIPULATION FOR AN EXTENSION OF TIME     | Jun 18, 2009 |              |
| 11     | EXTENSION OF TIME GRANTED                | Jun 19, 2009 |              |
| 12     | STIPULATION FOR AN EXTENSION OF TIME     | Jul 20, 2009 |              |
| 13     | EXTENSION OF TIME GRANTED                | Jul 20, 2009 |              |
| 14     | STIPULATION FOR AN EXTENSION OF TIME     | Aug 12, 2009 |              |
| 15     | EXTENSION OF TIME GRANTED                | Aug 12, 2009 |              |
| 16     | NOTICE OF DEFAULT                        | Oct 21, 2009 |              |
| 17     | CHANGE OF CORRESPONDENCE ADDRESS         | Aug 21, 2009 |              |
| 18     | D'S MOT FOR EXTEN. OF TIME W/ CONSENT    | Nov 20, 2009 |              |
| 19     | SUSPENDED                                | Nov 20, 2009 |              |
| 20     | D'S RESPONSE TO BOARD ORDER/INQUIRY      | Nov 20, 2009 |              |
| 21     | BD'S COMMUNICATION                       | Dec 03, 2009 |              |
| 22     | TRIAL DATES RESET                        | Mar 30, 2010 |              |
| 23     | NOTICE OF DEFAULT                        | May 14, 2010 |              |
| 24     | D'S RESPONSE TO BOARD ORDER/INQUIRY      | Jun 14, 2010 |              |
| 25     | BOARD'S ORDER                            | Jul 08, 2010 |              |
| 26     | TRIAL DATES RESET                        | Sep 13, 2010 |              |
| 27     | MOTION TO AMEND APPLICATION              | Sep 27, 2010 |              |
| 28     | SUSPENDED                                | Oct 12, 2010 |              |
| 29     | MOTION TO AMEND APPLICATION              | Nov 01, 2010 |              |
| 30     | RESPONSE DUE 30 DAYS (DUE DATE)          | Nov 05, 2010 | Dec 05, 2010 |
| 31     | WITHDRAWAL OF OPPOSITION                 | Nov 23, 2010 |              |
| 32     | BD'S DECISION: DISMISSED W/O PREJUDICE   | Dec 01, 2010 |              |
| 33     | TERMINATED                               | Dec 01, 2010 |              |

**Type of Proceeding: Opposition**

**Proceeding Number:** [91183943](#)

**Filing Date:** May 07, 2008

**Status:** Terminated

**Status Date:** Dec 12, 2008

**Interlocutory Attorney:** CHERYL A BUTLER

**Defendant**

**Name:** FIA Card Services, National Association

**Correspondent Address:** RANDEL S. SPRINGER  
WOMBLE CARLYLE SANDRIDGE & RICE, PLLC  
1 W 4TH ST  
WINSTON SALEM NC , 27101-3806  
UNITED STATES

**Correspondent e-mail:** [RSpringer@wcsr.com](mailto:RSpringer@wcsr.com)

**Associated marks**

| Mark            | Application Status | Serial Number            | Registration Number     |
|-----------------|--------------------|--------------------------|-------------------------|
| PERKS ADVANTAGE | Registered         | <a href="#">77077909</a> | <a href="#">3609224</a> |

**Plaintiff(s)**

**Name:** American Airlines, Inc.

**Correspondent Address:** Michael K. Hendershot  
Brinks Hofer Gilson & Lione  
P.O. Box 10395  
Chicago IL , 60610  
UNITED STATES

**Correspondent e-mail:** [officeactions@brinkshofer.com](mailto:officeactions@brinkshofer.com) , [Nicholasd@brinkshofer.com](mailto:Nicholasd@brinkshofer.com) , [aavsec@brinkshofer.com](mailto:aavsec@brinkshofer.com)

| Associated marks               |                       |                          |                         |
|--------------------------------|-----------------------|--------------------------|-------------------------|
| Mark                           | Application Status    | Serial Number            | Registration Number     |
| AADVANTAGE                     | Renewed               | <a href="#">75300447</a> | <a href="#">2187483</a> |
| AADVANTAGE                     | Renewed               | <a href="#">73316780</a> | <a href="#">1228737</a> |
| AADVANTAGE                     | Renewed               | <a href="#">75011112</a> | <a href="#">2006172</a> |
| AADVANTAGE DIAL-IN             | Renewed               | <a href="#">74403529</a> | <a href="#">1832881</a> |
| AADVANTAGE EXECUTIVE PLATINUM  | Renewed               | <a href="#">75398056</a> | <a href="#">2247386</a> |
| A ADVANTAGE EXECUTIVE PLATINUM | Renewed               | <a href="#">76033345</a> | <a href="#">2444458</a> |
| AADVANTAGE GOLD                | Renewed               | <a href="#">74736005</a> | <a href="#">2001368</a> |
| AADVANTAGE PLATINUM            | Renewed               | <a href="#">74267274</a> | <a href="#">1788496</a> |
| AADVANTAGE VACATION AWARDS     | Renewed               | <a href="#">75871563</a> | <a href="#">2419098</a> |
| A ADVANTAGE VACATION AWARDS    | Cancelled - Section 8 | <a href="#">75871769</a> | <a href="#">2413986</a> |

| Prosecution History |  |              |              |
|---------------------|--|--------------|--------------|
| Entry Number        | History Text                             | Date         | Due Date     |
| 1                   | FILED AND FEE                            | May 07, 2008 |              |
| 2                   | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | May 07, 2008 | Jun 16, 2008 |
| 3                   | PENDING, INSTITUTED                      | May 07, 2008 |              |
| 4                   | ANSWER                                   | Jun 16, 2008 |              |
| 5                   | STIPULATION FOR AN EXTENSION OF TIME     | Aug 12, 2008 |              |
| 6                   | EXTENSION OF TIME GRANTED                | Aug 12, 2008 |              |
| 7                   | TRIAL DATES RESET                        | Aug 13, 2008 |              |
| 8                   | AMDT AND WITHDRAWAL                      | Nov 25, 2008 |              |
| 9                   | BD'S DECISION: DISMISSED W/ PREJUDICE    | Dec 12, 2008 |              |
| 10                  | TERMINATED                               | Dec 12, 2008 |              |

**Type of Proceeding: Opposition**

**Proceeding Number:** [91161609](#)

**Filing Date:** Aug 04, 2004

**Status:** Terminated

**Status Date:** Apr 04, 2006

**Interlocutory Attorney:** THOMAS W WELLINGTON

**Defendant**

**Name:** Circuit City Stores West Coast, Inc.

**Correspondent Address:** Anthony Tacconi  
Goodman Allen & Filetti PLLC  
4501 Highwoods Parkway, Suite 210  
Glen Allen VA , 23060  
UNITED STATES

**Correspondent e-mail:** [atacconi@goodmanallen.com](mailto:atacconi@goodmanallen.com)

| Associated marks |   |                          |                     |
|------------------|---|--------------------------|---------------------|
| Mark             | Application Status                      | Serial Number            | Registration Number |
| CITYADVANTAGE    | Abandoned - After Inter-Partes Decision | <a href="#">78276557</a> |                     |

**Plaintiff(s)**

**Name:** American Airlines, Inc.

**Correspondent Address:** Kristin Jordan Harkins  
Conley Rose, P.C.  
5700 Granite Parkway, Suite 330  
Plano TX , 75024  
UNITED STATES

**Correspondent e-mail:** [dallastrademarks@dfw.conleyrose.com](mailto:dallastrademarks@dfw.conleyrose.com)

| Associated marks |                    |               |                     |
|------------------|--------------------|---------------|---------------------|
| Mark             | Application Status | Serial Number | Registration Number |
|                  |                    |               | Registration        |

| Mark  | Application Status                          | Serial Number             | Number                  |
|---|---|---------------------------|-------------------------|
| AADVANTAGE EXECUTIVE PLATINUM   | Renewed                                     | <a href="#">75398056</a>  | <a href="#">2247386</a> |
| Prosecution History   |   |                           |                         |
| Entry Number  | History Text                                | Date                      | Due Date                |
| 1   | FILED AND FEE                               | Aug 04, 2004              |                         |
| 2   | NOTICE AND TRIAL DATES SENT; ANSWER DUE:    | Aug 05, 2004              | Sep 14, 2004            |
| 3   | PENDING, INSTITUTED                         | Aug 05, 2004              |                         |
| 4   | ANSWER                                      | Sep 14, 2004              |                         |
| 5   | D'S APPEARANCE OF COUNSEL/POWER OF ATTORNEY | Sep 14, 2004              |                         |
| 6   | CHANGE OF CORRESPONDENCE ADDRESS            | Nov 18, 2004              |                         |
| 7   | OTHER FILING                                | Nov 24, 2004              |                         |
| 8   | CHANGE OF CORRESPONDENCE ADDRESS            | Nov 29, 2004              |                         |
| 9   | D'S MOT FOR EXTEN. OF TIME W/ CONSENT       | Feb 22, 2005              |                         |
| 10  | P'S MOTION TO SUBSTITUTE COUNSEL            | Feb 23, 2005              |                         |
| 11  | P'S CHANGE OF ADDRESS                       | Feb 23, 2005              |                         |
| 12  | P'S MOT FOR EXTEN. OF TIME W/ CONSENT       | Mar 21, 2005              |                         |
| 13  | P'S MOT FOR EXTEN. OF TIME W/ CONSENT       | Apr 21, 2005              |                         |
| 14  | P'S MOTION TO EXT GRANTED                   | Apr 25, 2005              |                         |
| 15  | P'S MOT FOR EXTEN. OF TIME W/ CONSENT       | May 05, 2005              |                         |
| 16  | P'S MOT FOR EXTEN. OF TIME W/ CONSENT       | May 19, 2005              |                         |
| 17  | P'S MOT FOR EXTEN. OF TIME W/ CONSENT       | Jun 02, 2005              |                         |
| 18  | P'S MOTIONS TO EXT GRANTED                  | Jul 01, 2005              |                         |
| 19  | P'S MOT FOR EXTEN. OF TIME W/ CONSENT       | Jul 05, 2005              |                         |
| 20  | P'S MOT FOR EXTEN. OF TIME W/ CONSENT       | Aug 02, 2005              |                         |
| 21  | WITHDRAWAL OF APPLICATION WITH CONSENT      | Mar 20, 2006              |                         |
| 22  | RESPONSE DUE 30 DAYS (DUE DATE)             | Mar 28, 2006              | Apr 27, 2006            |
| 23  | WITHDRAWAL OF APPLICATION                   | Apr 04, 2006              |                         |
| 24  | BD'S DECISION: DISMISSED W/O PREJUDICE      | Apr 04, 2006              |                         |
| 25  | TERMINATED                                  | Apr 04, 2006              |                         |
| 26  | WITHDRAWAL OF APPLICATION WITH CONSENT      | Jul 17, 2006              |                         |
| Type of Proceeding: Extension of Time   |   |                           |                         |
| Proceeding Number: <a href="#">78276557</a>   |   | Filing Date: Apr 14, 2004 |                         |
| Status: Terminated  |   | Status Date: Apr 14, 2004 |                         |
| Interlocutory Attorney:   |   |                           |                         |
| Defendant   |   |                           |                         |
| Name: Circuit City Stores West Coast, Inc.  |   |                           |                         |
| Correspondent Address: Melanie C. Holloway<br>McGuireWoods LLP<br>901 East Cary Street<br>Richmond VA , 23220<br>UNITED STATES            |   |                           |                         |
| Associated marks  |   |                           |                         |
| Mark  | Application Status                          | Serial Number             | Registration Number     |
| CITYADVANTAGE   | Abandoned - After Inter-Partes Decision     | <a href="#">78276557</a>  |                         |
| Potential Opposer(s)  |   |                           |                         |
| Name: Citicorp  |   |                           |                         |
| Correspondent Address: Eileen E. Kennedy<br>Citigroup Inc.<br>909 Third Avenue -15th Floor/Zone 7<br>New York NY , 10022<br>UNITED STATES |   |                           |                         |
| Correspondent e-mail: <a href="mailto:kennedye@citigroup.com">kennedye@citigroup.com</a>  |   |                           |                         |
| Associated marks  |   |                           |                         |

| Mark | Application Status | Serial Number            | Registration Number     |
|------|--------------------|--------------------------|-------------------------|
| CITI | Renewed            | <a href="#">73207983</a> | <a href="#">1181467</a> |

**Name:** American Airlines, Inc.

**Correspondent Address:** R Peter Spies  
DINEFF TRADEMARK LAW LIMITED  
820 W. Jackson Blvd.  
Chicago IL , 60607  
UNITED STATES

**Correspondent e-mail:** [tmlaw@dineff.com](mailto:tmlaw@dineff.com)

| Associated marks              |                    |                          |                         |
|-------------------------------|--------------------|--------------------------|-------------------------|
| Mark                          | Application Status | Serial Number            | Registration Number     |
| AADVANTAGE EXECUTIVE PLATINUM | Renewed            | <a href="#">75398056</a> | <a href="#">2247386</a> |

| Prosecution History |                                     |              |          |
|---------------------|-------------------------------------|--------------|----------|
| Entry Number        | History Text                        | Date         | Due Date |
| 1                   | INCOMING - EXT TIME TO OPPOSE FILED | Apr 14, 2004 |          |
| 2                   | EXTENSION OF TIME GRANTED           | Apr 14, 2004 |          |
| 3                   | INCOMING - EXT TIME TO OPPOSE FILED | May 03, 2004 |          |
| 4                   | EXTENSION OF TIME GRANTED           | May 07, 2004 |          |
| 5                   | INCOMING - EXT TIME TO OPPOSE FILED | Jun 02, 2004 |          |
| 6                   | EXTENSION OF TIME GRANTED           | Jun 02, 2004 |          |
| 7                   | TERMINATED                          | Aug 12, 2004 |          |

**Generated on:** This page was generated by TSDR on 2015-11-16 12:31:58 EST

**Mark:** AMERICAN AIRLINES AADVANTAGE



**US Serial Number:** 85913443

**Application Filing Date:** Apr. 24, 2013

**Register:** Principal

**Mark Type:** Service Mark

**Status:** Notice of Allowance (NOA) sent (issued) to the applicant. Applicant must file a Statement of Use or Extension Request within six months of the NOA issuance date.

**Status Date:** Sep. 29, 2015

**Publication Date:** Aug. 04, 2015

**Notice of Allowance Date:** Sep. 29, 2015

## Mark Information

**Mark Literal Elements:** AMERICAN AIRLINES AADVANTAGE

**Standard Character Claim:** No

**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of the words "AMERICAN AIRLINES" appearing over the word "AADVANTAGE", appearing in a blue color, with a stylized eagle appearing to the right of the wording. The eagle appears with one blue wing and one red wing separated by a white and gray eagle head.

**Color Drawing:** Yes

**Color(s) Claimed:** The color(s) red, white, blue, and gray is/are claimed as a feature of the mark.

**Disclaimer:** "AIRLINES"

**Acquired Distinctiveness Claim:** In part

**Distinctiveness Limitation Statement:** as to "AMERICAN AIRLINES"

**Design Search Code(s):** 03.15.01 - Eagles  
03.15.19 - Birds or bats in flight or with outspread wings  
03.15.24 - Stylized birds and bats

## Related Properties Information

**International Registration Number:** 1205385

**International Application(s) /Registration(s) Based on this Property:** A0038833/1205385

**Claimed Ownership of US Registrations:** 0514294, 1228737, 2187483 and others

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** promoting the goods and services of others by means of discount program and an incentive awards program whereby purchase points are awarded for purchases made by vendor subscribers or travel made conducted by member subscribers which can then be redeemed for merchandise and travel; online retail stores services featuring gift cards and private club membership; Promoting the goods and services of others by means of providing an on-line shopping mall with links to the retail web sites of others in the field of books, computers, software, office supplies, consumer electronics, music, sporting and recreational equipment, gifts, travel items, apparel, jewelry, health and beauty, toys, travel, home and garden-related items, and general retail merchandise

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(b)

**For:** air transport of passengers, cargo, and freight; providing travel agency services, namely, providing travel reservation services for others, air transportation reservation services for others, vehicle reservation services for others, cruise reservation services for others and vacation travel reservation services for others by means of an incentive rewards program

**International Class(es):** 039 - Primary Class

**U.S Class(es):** 100, 105

**Class Status:** ACTIVE

**Basis:** 1(b)

**For:** providing online electronic publications, namely, an online magazine and an online newsletter

**International Class(es):** 041 - Primary Class

**U.S Class(es):** 100, 101, 107

**Class Status:** ACTIVE

**Basis:** 1(b)

**For:** providing food and beverage services for others and hotel accommodation services for others by means of an incentive rewards program, namely, providing hotel accommodation reservation services for others and providing restaurant reservation services for others

**International Class(es):** 043 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(b)

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** No

**Amended Use:** No

**Filed ITU:** Yes

**Currently ITU:** Yes

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** American Airlines, Inc.

**Owner Address:** 4333 Amon Carter Blvd.  
Fort Worth, TEXAS 76155  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where  
Organized:** DELAWARE

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Jennifer Theis

**Docket Number:** 12901

**Attorney Primary Email  
Address:** [officeactions@brinkshofer.com](mailto:officeactions@brinkshofer.com)

**Attorney Email  
Authorized:** Yes

### Correspondent

**Correspondent  
Name/Address:** JENNIFER THEIS  
BRINKS HOFER GILSON & LIONE  
PO BOX 10395  
CHICAGO, ILLINOIS 60610-0395  
UNITED STATES

**Phone:** 312-321-4200

**Fax:** 312-321-4299

**Correspondent e-mail:** [officeactions@brinkshofer.com](mailto:officeactions@brinkshofer.com)

**Correspondent e-mail  
Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

| Date          | Description  | Proceeding<br>Number |
|---------------|--|----------------------|
| Sep. 29, 2015 | NOA E-MAILED - SOU REQUIRED FROM APPLICANT         |                      |
| Aug. 04, 2015 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED |                      |
| Aug. 04, 2015 | PUBLISHED FOR OPPOSITION                           |                      |
| Jul. 15, 2015 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED     |                      |
| Jun. 30, 2015 | LAW OFFICE PUBLICATION REVIEW COMPLETED            | 69712                |
| Jun. 29, 2015 | APPROVED FOR PUB - PRINCIPAL REGISTER              |                      |
| Jun. 22, 2015 | DATA MODIFICATION COMPLETED                        | 69712                |
| Jun. 22, 2015 | ASSIGNED TO LIE                                    | 69712                |
| Jun. 18, 2015 | TEAS/EMAIL CORRESPONDENCE ENTERED                  | 88889                |
| Jun. 17, 2015 | CORRESPONDENCE RECEIVED IN LAW OFFICE              | 88889                |

|               |   |       |
|---------------|---|-------|
| Jun. 17, 2015 | TEAS RESPONSE TO OFFICE ACTION RECEIVED               |       |
| Dec. 17, 2014 | NOTIFICATION OF NON-FINAL ACTION E-MAILED             | 6325  |
| Dec. 17, 2014 | NON-FINAL ACTION E-MAILED                             | 6325  |
| Dec. 17, 2014 | NON-FINAL ACTION WRITTEN                              | 77073 |
| Nov. 26, 2014 | TEAS/EMAIL CORRESPONDENCE ENTERED                     | 88889 |
| Nov. 26, 2014 | CORRESPONDENCE RECEIVED IN LAW OFFICE                 | 88889 |
| Nov. 26, 2014 | TEAS RESPONSE TO OFFICE ACTION RECEIVED               |       |
| May 28, 2014  | NOTIFICATION OF NON-FINAL ACTION E-MAILED             | 6325  |
| May 28, 2014  | NON-FINAL ACTION E-MAILED                             | 6325  |
| May 28, 2014  | NON-FINAL ACTION WRITTEN                              | 77073 |
| Mar. 12, 2014 | NOTIFICATION OF FINAL REFUSAL EMAILED                 |       |
| Mar. 12, 2014 | FINAL REFUSAL E-MAILED                                |       |
| Mar. 12, 2014 | FINAL REFUSAL WRITTEN                                 | 77073 |
| Feb. 19, 2014 | TEAS/EMAIL CORRESPONDENCE ENTERED                     | 88889 |
| Feb. 18, 2014 | CORRESPONDENCE RECEIVED IN LAW OFFICE                 | 88889 |
| Feb. 18, 2014 | TEAS RESPONSE TO OFFICE ACTION RECEIVED               |       |
| Aug. 18, 2013 | NOTIFICATION OF NON-FINAL ACTION E-MAILED             | 6325  |
| Aug. 18, 2013 | NON-FINAL ACTION E-MAILED                             | 6325  |
| Aug. 18, 2013 | NON-FINAL ACTION WRITTEN                              | 77073 |
| Aug. 11, 2013 | ASSIGNED TO EXAMINER                                  | 77073 |
| May 02, 2013  | NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK E-MAILED |       |
| May 01, 2013  | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM  |       |
| Apr. 27, 2013 | NEW APPLICATION ENTERED IN TRAM                       |       |

## TM Staff and Location Information

### TM Staff Information

TM Attorney: BELLO, ZACHARY R

Law Office Assigned: LAW OFFICE 111

### File Location

Current Location: INTENT TO USE SECTION

Date in Location: Sep. 29, 2015

**Generated on:** This page was generated by TSDR on 2015-11-16 12:32:36 EST

**Mark:** AADVANTAGE

AADVANTAGE

**US Serial Number:** 86489030

**Application Filing Date:** Dec. 23, 2014

**Register:** Principal

**Mark Type:** Service Mark

**Status:** Review prior to publication completed.

**Status Date:** Oct. 16, 2015

**Publication Date:** Nov. 24, 2015

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## Mark Information

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**Mark Literal Elements:** AADVANTAGE

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

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## Related Properties Information

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**International Registration Number:** 1240856

**International Application(s) /Registration(s) Based on this Property:** A0047384/1240856

**Claimed Ownership of US Registrations:** 1228737, 1788496, 2187483

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Sales promotion; promoting the goods and services of others by means of loyalty program, discount program, and an incentive awards program whereby purchase points are earned or awarded for purchases made from vendor subscribers or travel conducted by member subscribers which can then be redeemed for merchandise and travel; retail store services featuring gift cards and private club membership services; promoting the goods and services of others by means of providing an on-line shopping mall with links to the retail web sites of others in the field of books, computers, software, office supplies, consumer electronics, music, sporting and recreational equipment, gifts, travel items, apparel, jewelry, health and beauty, toys, travel, home and garden-related items, and general retail merchandise

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Apr. 20, 1981

**Use in Commerce:** Apr. 20, 1981

**For:** Air transport of passengers, cargo, and freight; providing travel agency services, namely, providing travel reservation services, namely, coordinating travel arrangements for individuals, providing air transportation reservation services, providing cruise reservation services, and providing vacation reservation services, namely, coordinating vacation travel arrangements for individuals, by means of an incentive rewards program

**International Class(es):** 039 - Primary Class

**U.S Class(es):** 100, 105

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Apr. 20, 1981

**Use in Commerce:** Apr. 20, 1981

**For:** Providing food and beverage services for others and hotel accommodation services for others by means of an incentive rewards program, namely, providing hotel accommodation reservation services for others and providing restaurant reservation services for others

**International Class(es):** 043 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)

First Use: 1981

Use in Commerce: 1981

## Basis Information (Case Level)

|                           |                               |                        |
|---------------------------|-------------------------------|------------------------|
| <b>Filed Use:</b> Yes     | <b>Currently Use:</b> Yes     | <b>Amended Use:</b> No |
| <b>Filed ITU:</b> No      | <b>Currently ITU:</b> No      | <b>Amended ITU:</b> No |
| <b>Filed 44D:</b> No      | <b>Currently 44D:</b> No      | <b>Amended 44D:</b> No |
| <b>Filed 44E:</b> No      | <b>Currently 44E:</b> No      | <b>Amended 44E:</b> No |
| <b>Filed 66A:</b> No      | <b>Currently 66A:</b> No      |                        |
| <b>Filed No Basis:</b> No | <b>Currently No Basis:</b> No |                        |

## Current Owner(s) Information

**Owner Name:** American Airlines, Inc.

**Owner Address:** 4333 Amon Carter Boulevard  
Fort Worth, TEXAS 76155  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Andrew J. Avse

**Docket Number:** 12901/5136

**Attorney Primary Email Address:** [Officeactions@brinksgilson.com](mailto:Officeactions@brinksgilson.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** ANDREW J. AVSEC  
BRINKS GILSON & LIONE  
P.O. BOX 10395  
CHICAGO, ILLINOIS 60610  
UNITED STATES

**Phone:** (312) 321-4200

**Fax:** (312) 321-4299

**Correspondent e-mail:** [Officeactions@brinksgilson.com](mailto:Officeactions@brinksgilson.com) [aavsec@brinksgilson.com](mailto:aavsec@brinksgilson.com) [jhandelman@brinksgilson.com](mailto:jhandelman@brinksgilson.com) [sslavick@brinksgilson.com](mailto:sslavick@brinksgilson.com) [rrios@brinksgilson.com](mailto:rrios@brinksgilson.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Nov. 04, 2015 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Oct. 16, 2015 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 73797             |
| Oct. 14, 2015 | ASSIGNED TO LIE                                      | 73797             |
| Sep. 14, 2015 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Sep. 12, 2015 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889             |
| Sep. 11, 2015 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889             |
| Sep. 11, 2015 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| Mar. 16, 2015 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325              |
| Mar. 16, 2015 | NON-FINAL ACTION E-MAILED                            | 6325              |
| Mar. 16, 2015 | NON-FINAL ACTION WRITTEN                             | 86332             |
| Mar. 09, 2015 | ASSIGNED TO EXAMINER                                 | 86332             |
| Jan. 01, 2015 | NOTICE OF PSEUDO MARK E-MAILED                       |                   |
| Dec. 31, 2014 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Dec. 26, 2014 | NEW APPLICATION ENTERED IN TRAM                      |                   |

## TM Staff and Location Information

### TM Staff Information

TM Attorney: SHINER, MARK W

Law Office Assigned: LAW OFFICE 105

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Oct. 16, 2015